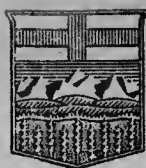


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GOVERNMENT OF THE PROVINCE OF ALBERTA

Seventh Annual Report

1951

DEPARTMENT OF ECONOMIC AFFAIRS

HON. A. J. HOOKE
MINISTER

RALPH R. MOORE
DEPUTY MINISTER

1907

1907

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Edmonton, Alberta.

TO HIS HONOUR,
J. J. BOWLEN,
Lieutenant Governor of the Province of Alberta.

SIR:

I beg to submit herewith the Report of the Department
of Economic Affairs for the year ending December 31st,
1951.

I have the honour to be, Sir,

Your obedient servant,

A. J. HOOKE,
Minister of Economic Affairs

February 1st, 1952.

Edmonton, Alberta,
January 15th, 1952.

TO THE
HONOURABLE A. J. HOOKE,
Minister of Economic Affairs,
Edmonton, Alberta.

SIR:

I have the honour to submit herewith the seventh Annual Report of the Department of Economic Affairs for the period January 1st to December 31st, 1951, in accordance with Section nine, The Department of Economic Affairs Act, Chapter 2, S. of A. 1945.

Expansion in Alberta in 1951 was tremendous. Never before has this province witnessed such activity or development. Industrial building - plants completed or commenced of a commercial nature alone, not including the construction of dwellings or local improvement projects, totalled in the neighborhood of \$65,000,000, while contemplated construction for this year, already projected, will approximate \$42,500,000.

This progress had of course an effect on the work of the department and every branch assumed greater responsibilities as a result. The Industrial Development and Publicity Branches, for instance, were much more occupied than had even been the case in 1950, while the Film and Photographic Bureau was actually unable in 1951 to keep pace with demands upon it for motion film, color transparencies and still photographs. An additional experienced photographer was accordingly added to the staff during the year and additional equipment purchased, but space alone prohibits extensive enlargement of services in this branch at the moment.

During the Royal Visit a photograph of the first Royal train to cross Canada was obtained from the Brown Collection. It was enlarged and colored by the Film and Photographic Bureau and suitably framed and presented to Her Royal Highness The Princess Elizabeth by the Premier.

An additional branch was added to the department in the spring of the year to accommodate the Rental Control Board and an office was opened in the Court House, and extra space provided in Calgary. Eight additional employees experienced in rental control work were added to the staff while two existing members were transferred to the new branch - H. A. Webster and R. A. Cantelon.

The Alberta Rental Control Act received royal assent on April 5th, 1950 and became effective by proclamation April 30th, 1951. The Act took over controls on all housing accommodation that had been, until April 30th, 1951, subject to federal government regulations. Its terms cover two main divisions of the rental problem, which are:

1. Control of the maximum rates of rental for accommodation to which the Act applies.
2. Control of termination of leases and conditions under which landlords may undertake proceedings for the recovery of possession of controlled accommodation.

Immediately prior to the proclamation of the Act, appointment was made of a three member board consisting of Mr. Sam B. Ferris, Chairman, Colonel E. Brown and Mr. H. A. Webster, Calgary. R. A. Cantelon was appointed Secretary. Details of the administration of the Act to December 31st is appended.

Tourist traffic was another important item maintaining increased production. Tourist travel not only maintained the steady flow of recent years but also increased by eight percent over 1950. 1,131,271 tourists visited Alberta in 1951 and spent an estimated total of \$28,200,000.

Notable among the events of the year under tourism was the Three Flags Highway Association Convention which convened in Edmonton and at Jasper Park in August. Upwards of 65 delegates attended from across the United States and Mexico, together with Governor Charles Russell of Nevada with other state officials. This was a good will tour sponsored by the Alberta Travel Bureau and was highly successful.

Alberta is fast becoming an all-year playground and advertising for the last two years has stressed winter sports. The Intercollegiate Ski Meet was again held at Banff in February with 10 American and Canadian university ski teams participating in four events. The University of Washington team won the meet and an Alberta member of this team, Mr. Gordon Morrison, of Banff, placed second in the giant slalom and downhill. The meet is being continued this year February 2nd and 3rd.

The Tourist Information Bureau at Macleod, I should not forget to mention, again proved most beneficial to visitors, especially from the United States, when travelling by car. Reference is made of this in the report of the Travel Bureau with details. Special mention should be made in this connection of the assistance rendered by the Pacific Northwest Travel Association in operating the bureau from June 11th to September 15th. The wholehearted cooperation of the Executive of the association is greatly appreciated and gratefully acknowledged.

The Pacific Northwest Travel Association also assisted this department in representation from Alberta at travel shows held at Los Angeles and San Francisco, Chicago and Minneapolis, U.S.A. Mr. Norman Rault attended the eastern shows and Mr. W. H. Thomson the western shows. Four travel shows will also be attended this year by officials of the department.

Only exhibits displayed during the year were at the Canadian International Trade Fair at Toronto and at Murray Bay, Quebec, on the occasion of the Annual Convention of the Canadian Tourist Association. Mr. Bryant, Director of Publicity, and Mr. Martland, Director of Industrial Development, attended the former. An exhibit will again be shown at the International Trade Fair in Toronto in June, and in cooperation with P.N.T.A. a travel show display will be held for the first time in Toronto in March.

Representatives of the department attended various important functions during the year. Mr. McLean, Public Relations Officer, attended several of them and the Directors of branches as was necessary. Mr. Martland visited eastern Canada and the United States in connection with industrial development in May and June, while I attended the Annual Convention of the Canadian Tourist Association September 12th to 15th at Manoir Richelieu, Quebec, the Pacific Northwest Travel Association Convention at Portland, Oregon, September 24th and 25th, and the Dominion-Provincial Tourist Conference December 3rd to 5th. I was elected First Vice-President at the first mentioned convention and President at the second. The Portland convention was also attended by yourself, of course, and Mr. Martland. I am very pleased to report the 1952 conference of the Pacific Northwest Travel Association will be held in Alberta at Banff September 11th, 12th and 13th, when it is expected a very representative group of officials will attend, a number of whom will later visit Edmonton and the oil fields.

The Provincial Governments Trade and Industry Council, a representative body of government officials from all Provinces including the Department of Trade and Commerce, held their 1951 meeting for the first time in western Canada at Banff, Alberta, in September.

Important in the events of the year were the visits to Alberta of R. A. McMullen, Agent General from London, England, and W. Rex Whaley, Alberta Agent from Ottawa. Both officials were in Alberta for several weeks, Mr. McMullen from February 27th to April 22nd, and were able to obtain first-hand information of the Alberta situation for their edification. I much regret to record the death of Mr. Whaley which occurred December 12th. Mr. Whaley, although not attached directly to this department, took a great deal of interest in our work and rendered us valuable assistance when asked to do so.

The Immigration Branch reports a busy year with 747 placements in Alberta through Alberta House, all of whom were assisted in finding work and living accommodation. 936 applications were dealt with. There were, of course, other placements, indirectly through Alberta House or otherwise, that were handled by the branch, in some cases being D.P's and European Nationals who were found work or otherwise assisted in settlement. There were absolutely no complaints by settlers during the year.

The Cultural Activities Branch under its new Co-ordinator instituted certain new activities in 1951, principally Regional Libraries at Lacombe and Barrhead and radio broadcasts, while this year an attempt will be made, if the necessary appropriation is provided, to stimulate ceramics.

During the year you appointed a "Don't Drown Committee" to promote a greater water safety. It has held three meetings. The committee is, in effect, a part of the Alberta Safety Council headed by Howard Stutchbury. A start was made by displaying safety posters at water resorts and this will be intensified in the coming summer.

Five staff meetings were held during the year, one of two days' duration, while one meeting was convened during the visit of Mr. McMullen and Mr. Whaley, which they attended.

I am happy to conclude by expressing satisfaction in the work accomplished by the department in the year 1951, and trust you will concur and to report the utmost cooperation of all members of the staff. Acknowledgement is made to Mr. Peter Elliott, Executive Secretary to the Premier, for his assistance in editing "Within Our Borders", while assistance from everywhere outside was also gladly given on all occasions when requested. The Immigration Branch wishes to acknowledge the assistance received from the Secretaries of Chambers of Commerce, Boards

of Trade, The National Employment Service, and the Department of Citizenship and Immigration. The Agent General commends the close relationship between his office and the Office of the High Commissioner for Canada in the United Kingdom, while the Industrial Development Branch also wishes to acknowledge assistance rendered, especially by members of the Board, and by the banks, railway companies, Chambers of Commerce, the Department of Trade and Commerce, Ottawa, the Research Council of Alberta, etc.

The Report of the Geographic Board is attached.

All of which I respectfully submit for your approval.

RALPH R. MOORE,
Deputy Minister.

ALBERTA TRAVEL BUREAU

Complete figures relative to Alberta tourist trade in 1951 are not available at present but returns already supplied to this office indicate that during 1951 a total of 1,131,271 visitors spent an estimated \$28,179,998. Report of the Provincial Statistician for 1950 shows 1,091,615 visitors spent \$26,189,678. in the Province.

This combination of figures indicates that 1951 showed an increase of approximately 8 percent over that of 1950. It will be noted that the total revenue from these visitors is indicated on the assumption that each visitor spends \$23.80 for everything, including food and accommodation, while in Alberta. The Dominion Bureau of Statistics has estimated that visitors to Alberta spend approximately \$143 per person on vacation while here.

Through the Macleod Information Bureau, during the summer of 1951, the Bureau conducted a survey to ascertain what motorists spent during their holiday in Alberta. Questionnaires were distributed to persons leaving the province and the response was most enlightening. Many answered the questions and left the cards at the Bureau, while a number took them back and mailed them from their homes. This survey showed the average individual visitor spent \$131.65 during his vacation period in Alberta.

The resemblance of this figure to the estimate of the Dominion Bureau of Statistics is remarkable, especially in view of the fact that our survey included motorists only, while that of the D.B.S. included visitors who came by train and plane (and who usually spend more than motorists) and visitors who came by bus (who usually spend less).

This Bureau obtained direct from the Park Superintendents at Radium, and Field in B. C. and from Banff, exact accounts of the number of American and other foreign cars which entered their gates. There is no duplication of these entry figures because each car driver purchases only one entry permit. It was assumed that the cars coming through Kingsgate to Alberta would enter at Radium. It was assumed that foreign cars from Blaine and other B.C. border entry points would enter Alberta through Yoho. These assumptions do not take into consideration the number of cars which entered Kingsgate and came to Alberta through the Crowsnest. The total obtained by the addition of the entries at Radium, Yoho and Banff would, therefore, be somewhat less than the actual total of foreign cars entering Alberta.

To this total were added the totals of foreign cars which entered Alberta through Alberta entry points at United States border namely, Wildhorse, Coutts, Carway and Chief Mountain. There would be no duplication of figures anywhere else for visitors entering at Chief Mountain because they would be shown as having entered Waterton National Park where they would obtain their National Park permit which would not be duplicated at Banff or elsewhere. There would be some duplication for visitors who entered at Coutts and Carway and later bought a permit at the east gates of Banff or Jasper. However, this duplication would probably offset the loss of registrations which entered Alberta through the Crowsnest Pass. It is interesting to note that a total of 205,432 foreign motorists only passed through Radium, Yoho, Banff and the Alberta border points of entry.

Assuming that, according to the survey at Macleod, each spent \$131 while in Alberta, Alberta's gross revenue from foreign motorists alone would amount to \$26,911,592. It should be borne in mind that this figure does not include passengers who came to Alberta by railway, air or bus line and would, therefore, represent not more than 50 percent of Alberta's foreign tourist business.

It would appear evident from the obvious conclusions of these returns that a revision of methods of gathering tourist travel statistics should be given serious consideration. During 1951 the Travel Bureau received 13,791 enquiries by mail from individuals who sought information about Alberta.

While a larger number of visitors came to Alberta in 1951 than in any previous year, accommodation in the Province also increased in quantity as well as in quality, and further increases are being effected. In 1951 there was a total of 161 tourist camps with a total of 1,423 cabins of all classes. This was a slight decrease compared with 1950 when there was a total of 163 tourist camps and a total of 1,445 cabins of all classes. Certain tourist camp licenses granted in 1950 were not renewed in 1951 but there were sufficient new tourist camps to more than balance the cancellations. The decrease of two camps is accounted for by the fact that camp licenses were not issued to operators of licensed hotels who also operate cabins in connection with their hotels. It is interesting also to note that, while in 1950 there were 566 "D" class cabins, this number had fallen to 526 in 1951, and 552 "A" class cabins in 1950 had risen to 612 in 1951.

Detailed reports on increases in hotel accommodation are not available at this time but observations indicate that they will offset greatly the small decrease in total tourist camp accommodation.

Both hotel and tourist camp operators report that, while their overall business for 1951 showed encouraging increases in the majority of cases, their establishments have ample accommodation available especially in June and September. These months are not considered the best for travel development insofar as "family" business is concerned because the school holidays do not occur in them. Nevertheless, other communities have been able to attract remunerative business by advertising their resorts especially in June and September. It is certain that an effort concentrated on this objective on behalf of Alberta's tourist industry could attract a much larger volume of visitors to Alberta during these slack periods.

No separate returns are available to indicate the comparative value of winter business from year to year but it is certain from observations, especially in the resort sections of Banff and Jasper, that encouraging increases are being established. That such is the case is evidenced by the fact that greatly expanding developments involving the outlay of considerable sums of money are underway in the Canadian Rockies. It is reported that one million dollars will be spent at Sun shine Lodge near Banff during the coming year.

During 1951 a new publication entitled "Fishing in Alberta" was published by the Department and distributed by the bureau.

The bureau distributed approximately 106,000 windshield stickers; 29,000 copies of Alberta Tour; 74,500 copies of Holiday Guide; 95,634 road maps; 61,500 copies of the Alberta folder and 500 copies of Fishing in Alberta. The latter publication was not distributed in bulk but merely to individual inquirers.

As of this date, there is available in Edmonton and Calgary for distribution during the coming year - 71,000 Alberta Tour; 94,000 windshield stickers; 500 Holiday Guides; 44,366 road maps; 160,500 Alberta folders and 19,800 Fishing in Alberta.

A supply of 75,000 road maps and 75,000 Holiday Guides are expected from the press in plenty of time to meet the demand for 1952 and we have ample literature on hand for distribution at travel shows during 1952.

During the spring of 1951 travel bureau representatives attended travel shows under the auspices of the Pacific Northwest Travel Association at San Francisco, Los Angeles, Chicago and Detroit.

The operation of the Information Bureau at Macleod was very encouraging in 1951. A total of 23,001 persons registered including 15,860 from the United States and 7,141 from Canada and other countries. A total of 5,998 cars were registered including 3,636 from the United States and 2,362 from Canada and other countries. During the 1950 season a total of 23,737 persons

registered including 16,448 from the United States and 7,289 from Canada and other countries. A total of 7,149 cars were registered including 4,661 from the United States and 2,488 from Canada and other countries. The manager of the Bureau reported that during 1951 a large number of persons who visited the Bureau failed to register because at times the crowds were quite large and the attendants did not ask them to sign their names. Reports on the service rendered at the Bureau were high in their praise of it and many even went to the trouble to write specific letters of thanks. The bureau opened on June 11th and closed September 15th. From July 15th to August 30th the bureau remained open from 7 a.m. until 9 p.m. daily, including Sundays. During the period from June 11th to July 15th and August 30th to September 15th the bureau remained open 8.30 a.m. until 7 p.m. including Sundays.

During 1951 a new travel motion picture was filmed for the bureau by the Photographic Branch and, it is hoped, will be ready for distribution prior to the 1952 season. Distribution of the bureau's other film "Vacation in Alberta" has continued briskly under the direction of the Film Commissioner.

The Department of Economic Affairs was host to the annual convention of the Three Flags Highway Association in Edmonton during September and representatives of the bureau took part in activities of other conventions including that of the American Railway and Passenger Agents' Association at Banff and Lake Louise during September.

The Director undertook certain press relations duties in connection with the visit of Her Royal Highness The Princess Elizabeth and the Duke of Edinburgh in October.

Two Field Supervisors were employed during the 1951 season and in addition to reporting on tourist camp conditions gave valuable assistance to operators in improving their standards of service and accommodation as well as helping out their publicity.

Following up the efforts started in 1950 to render assistance to visiting bird hunters, the Bureau directed several hunting parties to areas where arrangements had already been made. This service was greatly appreciated by the visitors, who were enthusiastic in their praise for the services rendered.

As in previous years, the bureau cooperated with the University of Alberta in arranging the International Collegiate Ski Meet at Banff in February and in addition to making a cash grant for this purpose, loaned the services of a Field Supervisor who acted in the capacity of manager.

ALBERTA HOUSE - LONDON, ENGLAND

Looking objectively at the achievements of Alberta House since its establishment, there is cause for much satisfaction in the expansion of its activities, in spite of unfavourable conditions in the United Kingdom.

The operations of Alberta House during 1951 fall under six main headings:-

1. Immigration
2. Industrial Development
3. Publicity
4. Visit to Alberta
5. Civil Enquiries
6. Representation

Immigration

As in each of the preceding three years, applications for emigration received at Alberta House show a satisfactory increase, as does the amount of estimated transferable capital to Alberta.

Number of Emigrant Interviews

<u>1949</u>	<u>1950</u>	<u>1951</u>
875	1762	2224

Number of Applications Received

<u>1949</u>	<u>1950</u>	<u>1951</u>
540	545	1001

Estimated Transferable Capital

<u>1949</u>	<u>1950</u>	<u>1951</u>
\$1,196,682	\$1,250,000	\$1,805,000

Classification of Applicants

<u>Year</u>	<u>Agricultural</u>	<u>Clerical</u>	<u>Executive and Professional</u>	<u>Trades</u>	<u>Semi-Skilled and Unskilled</u>
1949:-	76	75	76	212	101
1950:-	20	93	123	225	84
1951:-	45	112	161	527	156

A high standard of Alberta-sponsored British emigrants has been maintained. The complete lack of complaints received at Alberta House during the past twelve months may be said to justify a continuing policy of selectivity and the increasing stress which is being placed on occupational qualifications.

An increasing number of prospective emigrants in the professional categories, particularly in the medical and engineering professions, have been interviewed on behalf of Government departments and Alberta industrial firms. A number of requests received for highly skilled technicians in specific trades have been satisfactorily dealt with.

Immigration meetings and/or Alberta film showings have been held in London, Manchester, Liverpool, Birmingham, Glasgow and at a number of other major cities throughout the United Kingdom. Almost without exception, the Agent General or his representative addressed capacity crowds. Interest in emigration to Alberta is definitely on the increase.

Alberta House has maintained the closest cooperation with the Department of Citizenship and Immigration, the Department of Labour for Canada, the Dominion Settlement Service, Canadian National and Canadian Pacific Colonization Departments throughout the United Kingdom.

Industrial Development

The rapid development of Alberta's petroleum industry and wide publicity in the press to proposed industrial plant and refinery construction has directed an increasing number of industrial enquiries to Alberta House.

With the cooperation of the Director of Industrial Development, information in regard to industrial surveys, sources of raw materials, market data, fuel and power costs has been supplied to over 100 British and European industrialists contemplating visits to Alberta for the purpose of investigating agency or branch plant establishment in the province. Several projects now under way show every promise of successful development.

The facilities available through Alberta House have been increasingly used by Alberta visitors endeavouring to establish contact with British manufacturers, and in locating sources of supplies of manufactured and raw materials in short supply on the North American Continent and in Europe.

The Agent General has accepted a number of invitations to address regional annual meetings of the Council of British Manufacturers of Petroleum Equipment, industrial, investment and finance board meetings in London, the north of England and in Scotland.

Publicity

During the past twelve months, Alberta displays have been prominently featured in London and in the north of England. Alberta House has assisted in the preparation of a Trans-Canada Air Lines display featuring the 1951 Calgary Stampede.

Alberta literature has been distributed at the British Industries Fair, Earl's Court and Olympia, London, the British Industries Fair, Exhibition Hall, Castle Bromwich, Birmingham, at the Royal Agricultural Society of England Fair, Cambridge, and at a number of Industrial and Agricultural Exhibitions throughout Great Britain.

Large quantities of immigration literature have been distributed throughout the United Kingdom by Alberta House in response to requests and also through the good offices of Federal Citizenship and Immigration officers and Canadian Colonization and Transportation representatives in Great Britain and Ireland.

The total number of United Kingdom press clippings received at Alberta House during the past year was almost double the number of clippings, and ten times the volume of words, received during the preceding year. The significant factor in these articles on Alberta has been the growing note of confidence in the economic and industrial future of a province so richly endowed with undeveloped natural resources.

The Agent General has been privileged to read papers on Alberta at the Universities of Cambridge and Oxford. Addresses have also been delivered at a number of Annual Luncheons and Banquets in England and Scotland.

Statistical data, photographs and feature items have been supplied to representatives of the British press. Illustrated articles have been prepared for a number of leading British periodicals. Pertinent data on oil development and industrial expansion has been regularly supplied to leading British and Canadian banks, financial institutions and investment houses in the United Kingdom.

During the closing months of the year, films on Alberta oil development, kindly supplied by the Imperial Oil Company of Canada, and by the Inter-Provincial Oil Pipe Line Company, have been shown to distinguished gatherings in London. Scenic films on Alberta have also been shown at schools and educational institutions.

Visit to Alberta

Having completed three years of residence in the United Kingdom, the Agent General was recalled for a visit to Alberta.

Arriving in the province on February 27th, 1951, the Agent General attended a number of sittings of the Legislative Assembly.

Departmental conferences were attended, at which the Deputy Minister gave the Agent General opportunities for discussions with the heads of the various branches of the Department.

During the latter part of March, the Agent General accompanied representatives of the Anglo-Iranian Oil Company on their visit to the Alberta Bituminous Sands area.

A meeting of the provincial Industrial Development Board was attended at Red Deer on March 29th and 30th, 1951. The nature and scope of the discussions proved most informative.

The first three weeks of the visit having been spent in Northern Alberta, the Agent General accompanied the Director of Industrial Development during the next three weeks on an extended tour of Southern Alberta. Discussions were held with city officials, Secretaries of Chambers of Commerce and Boards of Trade, and with Industrial Commissioners in the cities of Calgary, Lethbridge, Medicine Hat, Red Deer, and at a number of towns in Southern Alberta.

The Agent General and the Director of Industrial Development accepted invitations to attend and to address the Southern Alberta Regional Conference of Chambers of Commerce and Boards of Trade in Calgary on April 12th and 13th.

Sailing out of Montreal on April 28th, the Agent General returned to Alberta House on Friday, May 4th, 1951.

Civil Enquiries

Numerous requests have been received during the past year for Birth, Marriage or Death Certificates. Assistance has been rendered in the settlement of estates and in the location of missing persons on both sides of the Atlantic.

The Agent General has again been invited to participate in conferences with senior officials of His Majesty's Government and with representatives of the High Commissioner for Canada on problems relating to Alberta.

Representation

The Agent General has been privileged to represent the Government and the people of Alberta at official functions given by His Majesty's Government in the United Kingdom; the Corporation of the City of London; financial and industrial institutions in Great Britain.

The Agent General has attended receptions and luncheons given by the Corporation of London at the Mansion House, the Guildhall and by the Canada Club in the United Kingdom to Their Royal Highnesses The Princess Elizabeth, Duchess of Edinburgh and the Duke of Edinburgh on their return from the Dominion of Canada and the United States of America.

The Agent General has been privileged to attend and to escort Alberta visitors in the United Kingdom at a Presentation Party and at Garden Parties at Buckingham Palace.

Alberta Visitors

On Friday, July 27th, the Agent General was privileged to welcome the Reverend Father J. E. McGrane, Lieutenant, Royal Canadian Sea Cadets, and the members of the crew of R. C. S. C. S. "EXETER" from Lac La Biche, upon their arrival in the United Kingdom at Liverpool.

On August 29th, the Agent General joined the official reception party on board the H. M. S. "PRESIDENT" to welcome the Reverend Father McGrane and the R. C. S. C. S. "EXETER" on arrival in the Port of London.

The Agent General takes great pleasure in advising that the Reverend Father McGrane and all members of the crew of R. C. S. C. S. "EXETER" created a most favourable impression throughout their epic journey in the United Kingdom.

Visitors from Alberta to the United Kingdom continue to make increasing use of the facilities available through Alberta House. Assistance has been rendered to the visitor from Northern Alberta who arrived at a British port minus passport or travel documents; to the visitor from Southern Alberta who found himself in possession of travellers' cheques negotiable only in Canada; to Alberta students experiencing housing, financial or personal difficulties; to visitors seeking information on food rationing, registration, currency exchange regulations, passport visas, customs regulations and in securing emergency ocean transportation from the United Kingdom and Europe to Canada.

CULTURAL ACTIVITIES BRANCH

This report is based on the work of the Cultural Activities Branch and its associated boards, set out hereunder for the year 1951.

Alberta Library Board

Miss Louise Riley (Chairman)
Miss Flora Macleod
Mrs. A. B. McGorman
R. C. Gregg
Mr. D. R. Innes

Alberta Music Board

Prof. Richard S. Eaton (Chairman)
Mr. H. G. Turner
Mr. A. J. Balfour
Mr. George A. Nechkin

Alberta Drama Board

Prof. R. H. G. Orchard (Chairman)
Mr. Douglas Homersham
Mr. Gwilym Edwards
Miss Betty Mitchell
Miss Esther Nelson

Alberta Visual Arts Board

Mr. H. G. Glyde (Chairman)
Mrs. P. J. A. Fleming
Mrs. W. W. Wilson
Mr. E. E. Poole
Mr. Stanford Perrott

Secretary to all Boards - Blake MacKenzie,
Co-ordinator of Cultural Activities

Library Board

The Alberta Library Board held three meetings during 1951. These meetings were for the purpose of keeping the Board in touch with the extremely active and varied program which was carried out during the year. All Board Members contributed generously in assisting, not only the general program of the Board, but also the establishment in Alberta of two regional libraries during the course of the year.

One of these was established at Lacombe early in the fall, while Barrhead Regional Library held its official opening about a month later. Operation of the Lacombe Library is being assisted by a large collection of books

formerly in the possession of the Lacombe Public Library, operated by the I. O. D. E. Thanks to this collection and the enthusiastic and skilled attention of Miss Janette Gibson, the Regional Librarian, the Regional Library has been able to offer service from the day it opened. It is now serving some twelve Association Libraries and is offering a service which is recognized throughout the district as an asset to the community.

The Barrhead Regional Library, opened later, did not have at its disposal a collection of books, but the Regional Librarian, Miss Ruth Horner, now reports that there are fourteen libraries associated with the Barrhead Region, of which some seven are now being served with books. Inasmuch as the book stock is still in the process of being purchased, catalogued and circulated, the advances made by the Regional Library are being received with much satisfaction.

The Library Board also circulated, during the course of the year, a new list of Children's Books and a Children's Book display which had been brought up to date with additional books, through the courtesy of Canadian Publishers. During the year some 38 library visits were made by the Co-ordinator, or members of the Library Board, while the Southern Area office of the department carried on a vigorous program of library visits.

Thanks are extended here to members of the library profession for assistance extended in establishing the two Regional Libraries. It was necessary to solicit assistance in preparing book purchases and in obtaining advice on the operation and maintenance of these libraries as they were established. Having no precedent to guide us, (both regions were new in conception and organized in an entirely different way from any other Regional Library), such advice was invaluable.

The maximum for association library grants remained at \$350 in 1951 and municipal library grants at \$550. Grants were paid to 107 libraries and 7 branches for 1951 to a record total of \$26,878.66. The average grant per main and branch library this year was \$235.77, an increase of \$11.77 per library over 1950.

During the year an all-time high of 33 new association libraries and one municipal library were authorized, of which 13 are in the boundaries of the Barrhead Region, and seven in the Lacombe Region. Active libraries in the province now total 141.

Music Board

The Alberta Music Board held two meetings during the year. The branch again took the responsibility for the advance arrangements for the annual spring tour of the University Mixed Chorus. This tour, again to southern Alberta, was highly successful in spite of bad weather which necessitated the cancellation of one concert.

Ten Western Board pupils were again presented with \$100 bursaries, through the Branch, and it is felt that this contribution is doing much to make the continuance of musical education attractive to those participating in our musical life. The Columbia History of Music records and the Record Library were used to a much wider extent during the course of the year.

The annual grant to the Alberta Musical Festival Association of \$400 was again authorized in May.

A project begun in 1950, continued in 1951, provided concert artists to smaller Alberta communities. While the program has not been completely developed, because of shortage of staff, it is felt this is one of the activities in which the branch, when conditions permit, could be more active.

Drama Board

The Drama Board met three times during the course of the year.

During the summer, under the auspices of the Drama Board, an extremely successful Drama School was held at Red Deer. The school was aimed at developing drama leaders, rather than actors or directors, but much value in all branches of dramatic organization was gained during the course. Persons from all over Alberta attended, the course being broken into three sections of shorter periods to enable those unable to attend the entire class to be present, at least, at that portion in which they were particularly interested. The attendance varied from 15 to approximately 40.

Some assistance was given the the Alberta Drama League in the new zone organization which promises to make drama development much more consistent in the province.

Subsequent to the Drama School at Red Deer the Branch began to make use of the services of Mrs. Marjorie Buckley as Drama Advisor. Mrs. Buckley made two trips during the year to various parts of the province to assist drama groups in developing their programs. Later in the year the Civil Service Association approached the branch for assistance in producing a play and Mrs. Buckley, at the request of the Co-ordinator, took charge of the organization of the group, producing a play which met with much favourable comment. Further productions are planned in this way.

Visual Arts Board

The Visual Arts Board met three times during the year. As in former years the art exhibitions continued to circulate, much to the interest of the communities to which the exhibitions were sent. It is estimated that approximately 6,000 more people will see the exhibitions by the end of the season than witnessed them last year.

The Board held a spring and fall scholarship competition. The scholarships, amounting to \$100 each, tenable at any art school in Alberta, went to 11 Albertans. Development of an art program in Alberta has resulted in local artists participating in an advertising campaign on behalf of Provincial Treasury Branches for the first time. It is hoped that this policy may be continued to the advantage of Alberta artists, and to the advantage of advertisers throughout the province.

Two experimental rental collections of paintings were collected by the branch for the Regional Libraries at Barrhead and Lacombe. These collections make Alberta artists' pictures available at a small rental fee for any person who wishes to have them in schools, offices or homes.

Considerable discussion has taken place during the year anticipating developing a handcraft program for Alberta, something along the lines of programmes carried on in eastern Canada. The Visual Arts Board is particularly interested in assisting in such a program, and it is with considerable satisfaction the department hopes to report a plan for 1952.

General

The branch continued to act as a clearing house in matters of cultural interest within the province and to offer practical assistance in promoting and developing programs initiated by other groups. During the year the Co-ordinator attended 74 meetings and 51 functions from art exhibitions to dramatic presentations and concerts, and travelled 12,867 miles by automobile. Two hundred and fifteen persons were interviewed during the course of the year on matters important to the development of Alberta's cultural program.

Up to the end of October some 17 appearances have been made by members of the branch on the air. In October the Co-ordinator began to appear twice a week on a program entitled "The Cultural Activities Bulletin" over CKUA every Tuesday and Thursday morning. The program slanted toward the development of a cultural program in the Province.

The branch assisted in the development of a ballet organization in Edmonton, and the appearance in January of the Winnipeg Ballet in Edmonton was the result of assistance the branch had rendered in organizing the Edmonton Branch of the Canadian Dance Teachers' Association and assisting with arrangements for the appearance of the ballet.

"Leisure", a quarterly newsletter issued by the branch, was continued during the course of the year, the value of which was tested in the summer by a questionnaire. This yielded a good deal of valuable information and strengthened the knowledge that the newsletter was serving a useful purpose.

Bursaries were made available to two talented young Alberta musicians during the course of the year. Miss Ruth Gillis and Mr. Bernard Turgeon received bursaries to \$250 each which enabled them to continue their musical education outside the province.

FILM AND PHOTOGRAPHIC BUREAU

The services of the Film and Photographic Bureau were again expanded during 1951 (the third year of operation) to meet demands for pictorial material, additional films and filmstrips both for Government departments and the public generally. Changes in allocation of staff to meet these demands reflects a trend toward more photography and film distribution increases in the future.

The following is a comprehensive report on each of the various activities of the bureau for the year:

Black and White Stills

Ordinary black and white enlargements continue to comprise the major portion of the requests made on the bureau, presumably because of the ease with which they are reproduced and their adaptability to so many varied uses. While the number produced did not establish a record, it came very close to that of the year 1950. A comparative table for the three years of operation in this division is as follows;

<u>1949</u>	<u>1950</u>	<u>1951</u>
9,370	10,999	10,807

Requests made by departments and news services kept the photographic staff busy the year round and were responsible for the addition of one new staff member. During the year more than 4,000 black and white negatives were added to the files, making the total now something in excess of 12,000.

It would not be feasible to name all the users of our material during the year but the following list will give some idea of the weight of free publicity gained for the province through photographs. Photographs were reproduced in: Alberta newspapers, Farm and Ranch Review, Free Press, Country Guide, Canadian Home Journal, Western Construction, Western Business and Industry, Canadian Oil News, World Oil, World Trade, Spokane Spokesman-Review, Time, New York Times, London Illustrated, London Times and many others.

Color Stills

Three hundred and fifty-eight enlargements of 11 x 14 inches and more, were produced during the year, as compared to 310 last year. These were all hand tinted while 228 were framed for public display. Costs were kept to a minimum and framing was again undertaken by the Department of Public Works. Discretion was used in the disposition of these photos and their present locations permit a wide cross-section of potential tourists to view the scenic attractions of this Province. While some have been placed in Government offices, others are on display locally and in Chicago, New York, London, Brussels, etc. The bureau redecorated the Calgary and Edmonton Tourist Bureaus and several large murals of 40 x 60 inches were made for display in these two locations and for Alberta House in London.

Since there has been a growing tendency to use more color photos in the major publications advertising the natural beauty of the Province, the activity in this division was stepped up to meet the demand. Over 800 color transparencies were processed as compared to slightly less than 100 during the previous year. Many of these will appear in new publications during the coming months.

Motion Pictures

Demands in other phases of this bureau's work caused a slight setback to motion picture production during 1951. While there are not so many completed films to report, motion picture photography continued and editing is taking place now during winter months.

One production entitled "Resources for Industry" is in the recording stage. It is of 12 minutes' duration, in full color with sound. It will be circulated to show the wealth of our natural resources to prospective industrialists. The film deals with agriculture, coal, electricity, lumber, gas and oil, and manpower. This is the first film of its kind dealing with main resources and should be in heavy demand. Release of this film is expected within two months.

One film photographed during the summer emphasizes the many beauty spots along our lakes and rivers. It is expected this reel will be completed in time to be of use during the 1952 Tourist Promotion program.

Another production on which editing is still to be done is that of "Alberta's Coal". This film is intended to draw attention to the fact that Alberta has an abundant supply of coal to meet any demand.

Two other productions, "Leisure Time" and "Wild Animals of Alberta" are receiving the attention of our photographers as occasion arises. It is not expected that these films will be ready for release for another year.

Filmstrips

Two filmstrips varying in length from 40 to 60 frames have been completed.

The first of these featured the School for Nursing Aides at Calgary. This color strip of some 40 frames explains the type of training given at the institution.

A second filmstrip features the Home and School Associations and is 60 frames in length. The procedure followed in a meeting is outlined and special subjects which might interest the Associations are suggested.

A third production in this field has been partially completed. This will depict sewage disposal in smaller towns and villages and will show the general procedure followed in taking advantage of a government loan for construction of a modern sewage system. This production is delayed pending the

start of new sewage construction. The strip will be completed this year.

Film Library

For the third successive year film library facilities were pressed to the point where more staff became imperative. One new film clerk was added, bringing the staff of the section to five.

The number of requests for films, particularly from educational organizations, was far greater than could be served by films available, but the addition of new staff and equipment improved the circulation of available films to the point of establishing a new record. A general increase in the use of the films of all departments was noted.

The following table of shipments from the library during the year is impressive when it is realized that these films must not only be sent out but must be rewound, repaired and kept in the best possible condition at all times.

<u>Shipments</u>	<u>1949</u>	<u>1950</u>	<u>1951</u>
Films	21,000	23,310	28,569
Filmstrips	8,415	8,616	8,473
Totals	29,415	31,926	37,042

Total shipments from the library are now double those of 1948 when the library was transferred to the branch.

Miscellaneous

The branch cooperated with the National Film Board in making up a Tourist Promotional Film Program. 1,053 showings were given in the National Parks, Provincial Parks and resorts and at Class A and B. fairs in the Province. The showings were operated by the Parks Staff, N.F.B., Community Film Services and some by the staff of this bureau. Ten of the 20 programs were provided by this bureau. Total audience was 171,000.

Two prints of each of the films "Autumn in Alberta" and "Alberta Vacation" were placed in the libraries of the Film Board at Chicago and New York. Approximately 25,000 persons attended special showings of these two titles during the year. This would appear to indicate more should be done along this line, even to the point of placing copies of our productions in all of the Pacific Northwest States. The publicity gained per person would cost much less than that gained by the ordinary method of newspaper and periodical advertising.

A spirit of cooperation has prevailed among the members of the bureau and all have assisted willingly although some assignments on some occasions required them to work overtime. Over 70 special showings were operated by staff members for public service organizations. The branch assisted other departments on 78 occasions with the loan of projectors and other equipment. The projection room was used by every department of the Government and scarcely a day went by without one or more special screenings.

INDUSTRIAL DEVELOPMENT BRANCH

Introduction

Industrial expansion during the year 1951 greatly exceeded the previous year. Capital expenditure for plants completed, under construction, and plants on which construction work will start next spring, will exceed \$100,000,000. In addition to new industries, figures include major additions to existing plants and commercial businesses. It does not include additions of \$15,000 and under. If smaller additions were tabulated, the total would be

considerably more. Major development during the year was the new plant of Canadian Chemicals Limited. This plant, when completed will be the largest of its type in the world. Already the branch is receiving inquiries from industries hoping to use some of the by-products the chemical plant will be producing.

Industrial Promotion

The branch during the year received considerable more visits from industrialists than during any previous year. These visitors came from various parts of Canada, the United States, England and European countries. West German industrialists are showing a keen interest in Canada, and our contact with the German Embassy in Ottawa has resulted in several inquiries and visits directed to Alberta. Inquiries are also being received from Italy. It is quite apparent that United Kingdom industries will try to establish branch plants in western Canada. Some English firms sent technicians to this province last summer, and reports to their principals in establishing in Alberta were apparently favorable, but only two English firms have made definite plans to locate in Alberta in 1952.

The Director made a trip to eastern Canada and the United States last spring making contacts at the Canadian International Trade Fair, financial houses and industrialists in the cities of Toronto, Montreal, New York and Chicago, and also visited Departments of Defence Production and Trade and Commerce in Ottawa. All business firms contacted expressed keen interest in Alberta. In several cases it was quite evident that industrial firms were not aware of the immense industrial expansion taking place in Alberta. The Director, in company with the Deputy Minister, also visited Spokane and Portland, U.S.A., last September. Business firms in the Pacific Northwest are realizing opportunities in this province and, as these States are not far from our boundaries, it is the intention of the branch to induce, if possible, industries in the Pacific Northwest to recognize our resources.

Meetings

The Director represented Alberta at the Provincial Governments' Trade and Industry Council meeting held at Banff last fall. This was the first meeting held in western Canada and representatives from all Provincial Governments attended. Also in attendance were representatives from the Federal Government, chartered banks, the Canadian Pacific and Canadian National Railroads. One of the many points discussed at the meeting was the Federal Government's method of distributing Defence contracts and the dispersal of crown plants.

The Industrial Development Board held one meeting during 1951. This was held at Red Deer, and was attended by the Deputy Minister of the Department of Industries and Labour, the Deputy Minister of the Department of Mines and Minerals and by the Agent General, London, England. The meeting was very successful, and several members from Boards of Trade and Chambers of Commerce from towns surrounding Red Deer attended. It was planned to have three other meetings during the year, but due to city industrial representatives being absent from the province a full attendance was impossible and the meetings were postponed.

Surveys

Economic Surveys which have been compiled and released by the branch have been most helpful in stimulating interest in smaller areas of Alberta. To date seventy surveys have been distributed, three are ready for printing, and twenty-three are in draft form. Financial houses and business organizations have found these surveys of assistance in their operations. Schools in Alberta have written for a considerable number of copies, while

even schools in the United States are requesting copies. The surveys are, of course, continuing to prove to be helpful to industries planning on locating in the Province.

Newsletter

The Alberta Newsletter is receiving an increasing prominence in financial circles. Several business firms have requested extra copies of each release so that they, in turn, can mail them to their clients. Copies of the Newsletter are being sent to all foreign offices of the Department of Trade and Commerce, and offices of foreign countries.

Industrial Expansion

(a) New Industries

During the year 15 new manufacturing industries were established in the Province. Some of these industries are in operation, while others are under construction, or planning construction to start shortly. Products, among others, will be chemicals, rayon, plastics, caustic soda, petroleum products and storage batteries. Capital cost involved in these new industries is \$96,595,000. This amount exceeds our 1950 figure by \$79,095,000. These industries will create employment for an estimated 2,773 people, which is 2,050 more jobs than for the corresponding year.

There were 750 Alberta companies, representing an authorized capital of \$176,572,000 incorporated during 1951, and 211 extra-provincial companies registered. The total amount of capital stated to be used by the companies for carrying on business is \$29,091,000.

Several other industries are even now compiling data on Alberta's resources, and projects planned will involve expenditure of many more millions of dollars. It is expected that some of these large developments will be announced within the next few months.

(b) Plant Expansion

In 1951, 22 companies established branch office warehouses or made major plant extensions. These developments total \$8,158,000. This figure is down four and one-half million compared to 1950. Not included are the many additions made by small industries and commercial business firms.

(c) Business Additions

Major expansion to department stores, hotels and miscellaneous businesses amount to \$2,870,000. This figure is down slightly over three and one-half million in 1950. Small additions under \$60,000 are not included.

It is conceivable that plant expansion and business additions during 1951 would have exceeded our 1950 totals if it had not been for the shortage of building materials, especially steel. Federal restrictions passed during the early part of 1950 made it necessary for several firms classed as non-essential to delay plant additions. Shortage of cement during 1951 also delayed several developments. There is a definite need for manufacturing space which can be rented and new small industries are finding it difficult to get started because of a lack of manufacturing space, together with Federal Government restrictions on bank loans. The small manufacturer is more or less forced into purchasing a location, thereby using most of the capital which he had planned on using for purchasing raw materials or for operating expenses.

Other Activities

The Industrial Development Board reviewed during the year six applications submitted to the Alberta Industrial Corporation for financial assistance. The applications were investigated thoroughly and a report made to the Corporation. Meetings of the Advisory Committee to the Research Council were attended by the Director and recommendations of the Committee submitted to the Research Council.

Further Industrial Surveys were compiled by the Industrial Development Board during 1951. The Board now has a complete inventory of equipment in Alberta plants and of companies interested in obtaining Defence orders. A committee has been set up represented by the Department of Industries and Labour, the Research Council and the Industrial Development Branch, the purpose of which is to investigate Alberta firms equipped to handle small Defence orders. Inquiries are received from the Small Industries Division, Department of Defence Production, requesting names of companies who are in a position to take on certain Defence works. This committee has made several reports to the Department of Defence Production, which has resulted in several Alberta firms receiving Defence orders. While these Defence orders do not involve large sums of money they are of sufficient size to assist the smaller industries in keeping their operations going and maintaining full employment.

1952 is likely to be even a more busy year than was either 1950 or 1951. The branch, however, is well equipped to function efficiently and capable of accomplishing all that may be required of it.

IMMIGRATION BRANCH

Alberta, in common with the rest of Canada, experienced an upsurge in the number of immigrants absorbed in 1951, and while the greater number were from continental Europe, there was marked increase in the number coming to Alberta from the United Kingdom. Official figures have not as yet been released by the Dominion Bureau of Statistics and exact figures are most difficult to compile since there is a trend for British immigrants destined for Ontario to come to Alberta on the strength of reports regarding Alberta's industrial expansion, and these movements are hard to follow.

The number of applications received in 1951 by the Immigration Branch totalled 936, while in 1950 the total applications received were 545, and in 1949, 540. Of the 936 applications screened by the Immigration Branch, 747 were considered acceptable out of a total of 1,001 handled by Alberta House. Only 25 percent of all applications were rejected in 1951, whereas in 1950 28 percent were rejected, and 42 percent in 1949. The 747 applications considered acceptable involved 287 single males, 81 single females, 778 married persons and 496 children, totalling 1,642. The funds available to successful applicants dealt with by this branch totalled \$796,560. Alberta House, however, estimates a total of \$1,805,000 on all applications dealt with by them.

Successful applicants are classified as follows:-

<u>Agricultural</u>	<u>Clerical</u>	<u>Executive and Professional</u>	<u>Trades</u>	<u>Semi-skilled & Unskilled</u>
36	81	183	230	217

In 1951, 314 immigrants were interviewed by the Immigration Branch and 98 emergency cases were dealt with involving employment and accommodation. Investigations totalled 486. Close contact was maintained with Alberta House in London, England, and up-to-date information was furnished concerning tradesmen's qualifications and other matters pertaining to the successful establishment of British immigrants in Alberta. More than 8,600

pieces of mail were sent out from Alberta House for the information and guidance of prospective British immigrants. Interviews, at Alberta House, with persons interested in coming to Alberta numbered 2,224.

Known departures from the United Kingdom to Alberta were as follows:-

<u>Jan.</u>	<u>Feb.</u>	<u>Mar.</u>	<u>Apr.</u>	<u>May</u>	<u>June</u>
109	127	129	124	131	136
<u>July</u>	<u>Aug.</u>	<u>Sept.</u>	<u>Oct.</u>	<u>Nov.</u>	<u>Dec.</u>
149	158	163	137	125	135

Total ----- 1,623

The number processed completely by Alberta House, in which all arrangements were made including transportation, totalled 226.

Occupational Trade Groups

As in former years, building tradesmen (including carpenters, bricklayers, plasterers, plumbers, painters, decorators and electricians) constituted the largest single occupational trade group which came to Alberta in 1951. In addition, Alberta's oil industry was instrumental in the placement of a large number of oil technicians, geophysicists, pipe-fitters and geologists. General clerical workers, accountants and stenographers also formed a large occupational group to come to Alberta. According to the College of Physicians and Surgeons in Alberta, 35 British doctors were registered in 1951 compared with 28 in 1950 and 29 in 1949. The greater number of British doctors who came to Alberta are now established in smaller centres requiring medical services. The opening of rural health units throughout the Province necessitated the importation of a considerable number of rural health nurses, as well as medical health officers. This branch and Alberta House were instrumental in obtaining the services of skilled help for these units.

Other employment categories dealt with by the Immigration Branch included auto mechanics, butchers, cabinet makers, draftsmen, welders, mechanical and petroleum engineers, printers, sheetmetal workers, and a number of trades and professions not reported in the foregoing list.

A number of industries called upon the Immigration Branch to fill positions requiring special skills and crafts. In filling these positions Alberta House and this branch obtained the cooperation of other agencies dealing in immigration, but the shortage of transportation facilities made it somewhat difficult to fill all positions.

Screening Tests

Although the need for immigration in 1951 was greater than at any time since Alberta House was opened in 1948, housing accommodation still presented a problem in all centres. Accommodation was available, but at high rentals. Since satisfactory housing was available only to those within the higher income brackets, a number of highly desirable British immigrants were discouraged from coming to Alberta because their earning potential was below that required to meet the increased cost of living. Caution was exercised at all times in avoiding any aggravation of the acute housing shortage. In 1951 wage levels in Alberta increased substantially. Three factors contributed to higher incomes: (a) greater demand for labour, (b) the level of prosperity and expansion in Alberta and, (c) increased cost of living.

There is every indication that Alberta will enjoy prosperity and industrial expansion in 1952. During September and October of 1951 a survey was made in cooperation with the Dominion Department of Citizenship and Immigration, the Canadian National Railway Department of Colonization and Agriculture and the Canadian Pacific Railway Department of Immigration and Colonization. This survey indicated a greater need for skilled help of all kinds in 1952. A detailed report was compiled on the subject and submitted for consideration.

In some categories screening tests have not been quite so severe. Information obtained from the National Employment Service offices during 1951 indicates that, in addition to the need for skilled workmen, an overall shortage exists in reliable semi-skilled and unskilled categories.

Applications received from Alberta House indicate that a larger number of young, single men are interested in coming to Alberta to learn trades through our apprenticeship system and to begin their careers in the commercial field by accepting positions as junior clerks. When these applicants indicated they had sufficient funds to meet cost of passage and to effect settlement, they were considered acceptable. (In married cases and to avoid hardship in obtaining suitable employment and accommodation it was recommended that heads of families proceed to Alberta in advance of their families. If an applicant could give definite proof or confirmation of full sponsorship on this side, then it was recommended the family proceed to Alberta as a unit. As in previous years, failure in establishment and difficulties encountered in placement were negligible.)

During 1951 the Immigration Branch continued to enjoy good relations with other agencies concerned with immigration. Excellent cooperation has been received from offices of the National Employment Service and from commercial and industrial firms.

General Inquiries

In addition to correspondence dealing directly with Alberta House, a large volume of general inquiries came from many parts of the world asking for advice and information concerning admittance to Canada, and to this province in particular. By far the greater number of these inquiries came from the United States from persons interested in establishing themselves in employment and in business. The wide publicity given Alberta by periodicals and magazines in the United States was responsible, no doubt, for these inquiries.

Although this branch is committed primarily to the promotion of British immigration and to the establishment of people from the United Kingdom, assistance has been given to a large number of continental Europeans who have come to Alberta under the auspices of the Dominion Government and Immigration Bureaus of transportation companies.

PUBLICITY BUREAU

The year 1951 has been a busy one for the writers of the Publicity Bureau. In January a new writer was assigned to assist in the preparation and production of "Within Our Borders". In April R. A. Cantelon was transferred to the position of Secretary of the Rental Control Board of Alberta and on May 1st, he was replaced by Mr. Hugh Dempsey. We lost the services of the Assistant Director of Publicity, Mr. T. Steele, who resigned to take another position in October. Mr. S. L. Roberts is carrying on Mr. Steele's work. Mr. Ron Watt, a well known design and display man, joined the staff in July. His

specialist display services are available to all branches and departments throughout the service. He is doing considerable work for Cultural Activities Branch and the Film and Photographic Bureau.

The Publicity Bureau assisted considerably in the planning stages of Alberta's Civil Defence program. Radio broadcasts were written and recorded, news releases prepared and distributed, and stenographic, mimeographing and mailing services provided.

Among the special events which bureau writers gave particular attention during the year were the farm tour of M. L. A. 's; the opening of the Civil Defence School at Olds; opening of the Fairview School of Agriculture; Alberta Oil Sands Symposium and the visit of Her Royal Highness The Princess Elizabeth and the Duke of Edinburgh to Calgary and Edmonton.

Through the cooperation of the newspapers of Alberta, ample publicity was given these special events. An interesting sidelight of the Royal Visit was that Alberta was the feature of many separate articles written by British journalists accompanying the Royal Tour. Nearly every British journalist wrote a separate article on Alberta while at Edmonton. This excellent publicity was facilitated by numbers of mimeographed and printed booklets on Alberta which were left at the reporters' desks by the Publicity and Travel Bureau representatives in the pressroom.

Clipping Service

During 1951 the Clipping Service continued its work of building up reference files on subjects of interest to the various departments of the Government. More than 100 publications, daily, weekly and monthly, were received and scanned for references to activities of interest to government personnel. The clippings first were indexed, and after circulation among the Ministers and officials of the Departments, returned to the Bureau to become reference files available to the general public. These files have been sources of material for articles, and during the Session provided accurate information for Members of the Assembly. Frequent requests for information by telephone are given immediate attention.

There are 670 main subject classifications covered and these contain a total of approximately 33,500 news items.

The demand for information on industrial development in the Province increased sharply during the year.

Aside from the files retained in the office, similar information is gathered and distributed to the following: Alberta House, London, England; Provincial Mental Hospital, Ponoka; The Alberta Safety Council; The Edmonton Safety Council; The Provincial Statistician; The Southern Area Supervisor; and the Alberta Government Office at Ottawa.

Largest single project of the year 1951 was the collection of daily reports on the Royal Tour for the Committee in charge of local arrangements.

Information Services

From the numerous newspapers and other publications received by the Department, this office gathers reports and information dealing with the activities of all departments of the Government of Alberta. This information is condensed and distributed to all provincial M. L. A. 's. It provides a factual account of government activities as reported by the press. The articles are checked carefully with official information to ensure the facts are accurate.

If an erroneous statement is noted in the press attention is drawn to it and a correction made in Information Services.

In addition, any news items or articles of national or world interest on financial or economic policies considered of interest to M.L.A.'s are sent out after approval by the Minister.

The Deputy Minister of each department also is supplied with that section of the material which relates to his department, together with any other items which have any bearing upon the work of his department. This service also is given to various department officials to whom the information may be helpful. The information is sent to Alberta House, London, England and the Alberta Government Agent at Ottawa.

Technical Publications

Numerous articles have been prepared for technical publications by A. C. Ballantine, Director of Technical Publications. These publications included Western Business and Industry; The Western Miner; and World Petroleum. Another article was prepared especially for the British Newspaper chain of Kemsley Newspapers Limited and other articles and messages prepared for Alberta House.

However, the majority of the Director's work was taken up with assisting writers from all parts of Canada and the United States to prepare articles on Alberta. Considerable research was undertaken for these writers so that they might have the fullest information on the Province and its resources.

In September, Mr. Ballantine attended the Federal Civil Defence Technical Training School at Ottawa and was awarded a Special Certificate, the highest certificate awarded by the school. He assisted the Provincial Civil Defence Organization in many ways throughout the year and now is available to act as a civil defence instructor, if his services in this capacity are required.

At the request of the Co-ordinator of Cultural Activities, the Director of Technical Publications has accepted the responsibility of conducting the newly formed Civil Service Choir and is carrying out this exacting duty enthusiastically.

Industrial Advertising

Selected magazines and financial papers have carried Alberta's industrial advertising, the merits of which were given careful consideration by the advertising committee which reviews all advertising of this nature.

The Industrial mailing list of nearly 2,000 continues to receive all new Alberta literature together with the regular issues of "Within Our Borders" and the Alberta Newsletter.

Well planned and attractively prepared advertising continued to prove effective in Alberta's Industrial Development program.

Industrial Signs

1951 was not a good year for the erection of Industrial Signs. Bad weather conditions interfered with scheduled road programs and did not permit the use of provincial road crews to prepare new turn-offs. One sign was erected at Exshaw telling the story of cement. Three additional signs have already been constructed and will be erected in 1952.

Tourist Advertising

Much work has been done by the Publicity Bureau to assist the Travel Industry. The Annual Tourist Courtesy program was prepared and arranged by this branch using daily and weekly newspapers in the province for distribution. All papers were very cooperative and gave full support in special editorials. A radio program was carried by all Alberta radio stations who assisted the campaign by granting one dollar's worth of free time for each dollar spent.

Several travel advertisements were placed in leading publications devoted to the tourist industry, although the bulk of the foreign advertising on travel is placed in the Pacific Northwest where a large percentage of our visitors resides.

Winter sports are advertised in a special campaign designed to attract visitors to the province during the winter months. This supports our campaign slogan which cites Alberta as "The Year-Round Holiday Playground".

To augment the campaign, 20 sets of photographs were mailed to the magazines and newspapers carrying our advertisements. Eight hundred ski posters and folders also were mailed to a special mailing list of ski clubs and universities in Canada and the United States.

Exhibits and Displays

The largest display project during 1951 was the Alberta display at the Fourth Canadian International Trade Fair. This again was made possible by the cooperation of Calgary Power Limited, Canadian Utilities Limited, Northwestern Utilities Limited, Canadian Western Natural Gas Company Ltd., and the Western Coal Federation of Canada.

The 1950 Alberta display was remodeled for this purpose and extra sections added to illustrate Alberta's "Resources for Industry".

A small display was prepared for the Canadian Tourist Association meeting at Murray Bay, Quebec, which was later exhibited at the annual meeting of the Canadian Civil Service Association in Quebec, Quebec.

Fifteen displays were prepared for the show case in the rotunda of the Legislative Building. They featured Industrial Development - Travel - Alberta Literature - and Government Department Services and Organization. These same displays were shown in the display window of the Provincial Building.

Departmental Advertising and Publicity

Government Departments are taking advantage of the services provided by the Publicity Branch. Advertising campaigns were prepared for the Provincial Treasurer's Department, Department of Agriculture, Department of Lands and Forests, Department of Mines and Minerals, Department of Economic Affairs and the Provincial Secretary's Department. The annual campaign for the Provincial Treasury Branches also is handled completely by this office. 1951 and 1952 calendars were prepared and distributed by the Publicity Bureau. 1,500 "Jumbo" calendars have been produced for government office use. 5,000 pad type were produced for the Treasury Branches and an additional 5,000 for government distribution.

In the matter of publicity, considerable material is distributed to Alberta daily and weekly newspapers as well as to all Alberta radio stations. Approximately 100 special news releases were prepared for all government departments.

The Department of Agriculture continues to receive the greatest showing in the matter of publicity. The Annual Master Farm Family Award presentation required 118 sets of story releases totalling 25 pages to a set. Approximately 350 photographs, cuts and mats were prepared, captioned and sent out by this bureau. Coverage was excellent with all papers and radio stations giving full cooperation.

Alberta Literature

During 1951 the Publicity Bureau distributed close to 13,000 pieces of Alberta literature and over 6,000 individual letters were received requesting information. The following material has been distributed:

- 4,750 Alberta At A Glance
 - 500 History of Alberta (Recently written and printed)
- 2,250 Irrigation (Mimeographed article)
 - 700 Fuel Abundant Alberta (Recently printed)
- 2,250 Facts on Alberta Forestry (Mimeographed)
 - 500 Alberta Forests (Recently printed)
- 1,000 Road Maps
- 1,200 Edmonton Oil Centre of Canada

(1) Within Our Borders

On January 1, 1951 "Within Our Borders" began publishing twice a month - on the 1st and 15th. This increase doubled the work of the publicity writers but the publication schedule was maintained throughout the year. On January 1, 1951 the circulation of "Within Our Borders" was 12,000. As of January 1, 1952 it was 16,000. The bi-monthly schedule appears to have increased public interest in the four-page magazine and names are being added to the mailing list at the rate of about 50 a week. This publication is edited by Mr. Peter Elliott, Executive Secretary to the Premier.

Many "Within Our Borders" articles have been widely reprinted in Canadian and American newspapers and magazines and numerous Alberta weekly newspapers. Many requests for extra copies of specific issues are received and in one case a booklet was prepared from an article.

The Department of Agriculture continued to gain most space in the columns of the magazine. This is significant because it reflects the importance of agriculture to Alberta citizens as well as the vitality of the department serving the needs of the Province's farmers. The Department of Lands and Forests was second in space devoted to its activities; The Department of Economic Affairs, third; and The Department of Health, fourth. The others, in order of number of column inches devoted to their work, were; The Legislative Assembly, The Department of Industries and Labour, The Provincial Secretary, The Provincial Treasurer, The Departments of Highways - Education - Mines and Minerals - Welfare - Attorney General - Municipal Affairs, and Public Works.

Generally "Within Our Borders" stories are set in columns double the width of newspaper columns. However, some are set in one-column width and a slightly larger width for a three-column page. The double column width has been selected as the criterion.

The amount of space given various departments is as follows:-

	<u>Double-column Inches</u>
Department of Agriculture	372
Department of Lands & Forests	208 1/4
Department of Economic Affairs	148
Department of Health	145

	<u>Double-column Inches</u>
Legislative Assembly	132
Dept. of Industries & Labour	131
Provincial Secretary	126 1/2
Provincial Treasurer	121 3/4
Dept. of Highways	113
Dept. of Education	98 1/4
Dept. of Mines and Minerals	90 1/2
Welfare	69
Attorney General	67 1/2
Municipal Affairs	37
Dept. of Public Works	24 1/4

(2) Alberta At A Glance

Twenty-five thousand copies of this concise and informative little folder were printed in 1951. Fifteen thousand copies were forwarded to Alberta House. Another five thousand were shipped to Canada House in London and the balance distributed in Canada and the United States. This publication is one of our principal mailing pieces.

(3) Alberta Forests

Five thousand copies of this booklet were printed in 1951 from material prepared by the Publicity Branch. Five hundred copies were available to this office for distribution, the balance being handled by the Department of Lands and Forests.

(4) Annual Oil Review

Publication of this booklet has been discontinued, due chiefly to printing difficulties and the fact that the branch has been unable to get it out early enough to be of any value, due to rapid changes in oil development.

(5) Industrial News Letter

The Industrial Newsletter, a quarterly, was continued during the year by the Industrial Development Branch with the assistance of this branch. Circulation remained at the 3,000 mark. Publicity was given new industries and the industrial opportunities available in towns and cities of Alberta were stressed.

(6) Skiing in Alberta

A new folder was prepared on Alberta's ski facilities. It deals principally with Jasper, Banff and the Crowsnest regions of the Canadian Rockies, giving full information on terrain, snow conditions, seasons, transportation and accommodation.

Miscellaneous

Several other pieces of literature were made available for mailing purposes. They were prepared in mimeograph form and covered the following subjects: History of Alberta, Irrigation, Facts on Alberta Forestry, Fuel Resources, The Peace River Country, Chinooks, The Alberta Legislature and the Organization of Alberta Government Departments.

Free Publicity

Alberta's natural resources and the tremendous strides made in industrial development continue to receive front page position in newspapers, magazines and trade publications throughout the world.

Perhaps the finest example of this type of publicity was the special feature article on Alberta published by TIME magazine on September 24th. Included with the two-page story was a four-page four-color pictorial insert.

Mr. James A. Linen, TIME publisher, in writing to the Publicity Bureau had this to say: "This story is being carried in all five of TIME's editions -- Latin American, Atlantic and Pacific, as well as U.S. and Canadian copies. It will be seen by some 2,000,000 people who buy TIME regularly each week, and by the millions more of their friends in more than 100 free countries throughout the world".

READERS DIGEST reprinted the complete article in their December issue.

Summary

This has been a busy year for the Publicity Office. During 1951 the Publicity Bureau distributed close to 13,000 pieces of Alberta literature and 6,000 individual letters were received requesting information. Close to 100 news releases were prepared for all Government Departments. WITHIN OUR BORDERS now has a circulation of 16,000 copies every issue.

A new Natural Resources Map, which has been designed especially to assist industrial development, is now in production and will be published shortly. A new industrial booklet is also being prepared.

Ten industrial signs now strategically located throughout the Province tell the story of Alberta's industrial growth. Future signs will be located in areas suitable for the installation of roadside picnic tables, benches, and fireplaces. These will be made available during the summer months for Alberta visitors.

PUBLIC RELATIONS OFFICE

As indicated in previous reports, the Public Relations Office is primarily responsible for promotion and good relations. It has, however, many other functions - developing interviews, arranging entertainment functions, and providing liaison for the branches of this department.

It is unnecessary to detail all the contacts made in this connection, but some of the more important events are listed:

In January, 1951, a banquet was arranged on behalf of the Department of Agriculture in connection with the convention of the Canadian Federation of Agriculture in Calgary.

In March, visits by the Prime Minister of Finland, the High Commissioner of New Zealand, our own Agent General from London, England and the Alberta representative from Ottawa were given full Public Relations assistance. In addition, considerable time was spent assisting with arrangements for a visit to Alberta of representatives of the Anglo-Iranian Oil Company during the latter part of the month. Also, the first Western Conference of 'Teen-agers was held in High River, and this office was privileged to assist with arrangements for that important gathering.

During April and May, preliminary arrangements were made at Banff, Jasper and Lake Louise for important conventions which were to be held during the summer.

Early in June, Edmonton was visited by the touring Fulham Football Club from Fulham, England, and this visit was recognized by the government in the form of a luncheon, arrangements for which were made by this office. Following this event a royal party from Ethiopia, consisting of His Imperial Highness the Duke of Harar (son of Emperor Haile Selassie), and his wife and sister were visitors to Alberta. In company with W. H. Thomson, Alberta Travel Bureau Field Representative, this office was instructed to arrange visits and entertainment for the royal party during their stay in Alberta. The royal party was transported to Banff and Lake Louise and shown as much of Alberta, including tourist resorts, as was possible. Toward the end of the month Sir Alfred Savage, Governor of the Barbadoes, visited Alberta and Edmonton and a banquet was arranged on behalf of the government in his honour.

In July, the Canadian Authors Association held its first convention in Alberta. This office arranged a banquet for the authors and provided additional assistance. Another particularly interesting and important assignment during this period was the arrangement of a meeting of all Ethiopian students in North America. This meeting was held at the Banff School of Fine Arts.

In August, the first Canadian visit of the Three Flags Highway Association of the United States was held at Edmonton and Jasper, and inasmuch as this was in the form of a caravan convention, a considerable amount of detailed planning was necessary to ensure its success. Also in August, Edmonton was visited by a group of highway engineers from the Far East, and this office was assigned the responsibility of assisting with arrangements.

In September, the following important conventions were held: Oil Sands Symposium at the University of Alberta; Canadian Institute of Chartered Accountants at Banff; the Canadian Veterinary Medical Association at Banff; convention of the Provincial Governments Trade and Industry Council at Banff; the American Travelling Passenger Agents Convention at Banff and Lake Louise. In addition to being responsible for the arrangements for these conventions, this office was active in connection with press, radio and photographic arrangements pertaining to the Royal Visit of Her Royal Highness, The Princess Elizabeth and the Duke of Edinburgh.

In October, arrangements had to be made for the Canadian Institute of Forestry Convention at Banff, the Canadian Standards Association Convention at Edmonton, the Canadian Weekly Newspaper Association banquet held at the Macdonald Hotel, Edmonton, and an international convention on Communicable Diseases held at the Banff School of Fine Arts at Banff. The balance of time available in October and November was concentrated on arrangements in connection with the Royal Visit inasmuch as the Public Relations Office was appointed Local Information Office for this event.

During the year films (16mm. motion pictures) and some filmstrips were exhibited to approximately 30 clubs or organizations, and private showings included the Cosmopolitan Club, Gyro Club, Alberta Commercial Travellers' Association, St. Matthews Lutheran Church (Stony Plain), Canadian Corps Association, St. John's Fellowship, the Alberta British Commonwealth Association, etc. Film showings also were given at most conventions.

Alberta has been chosen as the venue of many important conventions in 1952, and an exceptionally busy season is contemplated as a result.

RENTAL CONTROL BOARD

General

The Rental Control Act became effective April 30th, 1951. It is estimated that at the coming into force of the Act, approximately 47,000 units of accommodation throughout the Province were subject to rental control. The policy being to remove controls as rapidly as may be consistent with the welfare of the people, the Rental Control Act provides for the decontrolling of all types of accommodation as each unit becomes untenanted.

No estimate of the number of units now under control can be made because there is no record of tenants vacating accommodation which, by their act of vacating, becomes automatically decontrolled.

Under federal regulations the process of decontrolling residential accommodation began on January 1st, 1947. From that time "new construction", I. E., any building under construction but not occupied, was not subject to rental control. This was followed by a further decontrolling regulation applying to any self-contained unit of accommodation which became untenanted after November 1st, 1948.

The Alberta Act broadened this application by providing that on or after May 1st, 1951, any unit of accommodation, regardless of its type, shall be released from rental controls as it becomes untenanted.

Inquiries

Inquiries from the public regarding rental problems began to arrive before the offices were opened. For the first month approximately 3,000 cases were dealt with and these continued in large numbers during the year. Inquiries were received from rental control officials as well as property owners in British Columbia, Saskatchewan, Manitoba, Ontario and Quebec.....in connection with all phases of rental control in Alberta, and where the need has been indicated copies of the Rental Control Act and regulations, as well as copies of an explanatory pamphlet, have been mailed to all inquirers.

Hearings by the Board

Landlords and tenants are encouraged to reach mutual agreement in regard to both maximum rentals and possession, but when such an agreement is impossible, either party may apply to the Board for a hearing at which both are given full opportunity to present their cases.

During the hearings for rental adjustments, the emphasis is still on efforts to reach terms satisfactory to both landlord and tenant. Failing this, an impartial appraisal is made of the accommodation concerned and, on the appraiser's report as well as on the evidence adduced and recorded at the hearing, the Board reaches its decision as to a fair and just maximum rate of rent.

In regard to hearings for authority to seek possession either for the owner's own occupancy or because the tenant may be considered objectionable, voluntary undertakings to vacate on a mutually satisfactory date were at first arbitrated by the Board. It was found, however, that unfair advantage of this procedure was being taken by certain landlords. Under the present policy, a certificate authorizing the landlord to take proceedings for possession is either granted or refused, depending upon the merits of each case.

Where a certificate is granted for the personal occupancy of the applicant it is conditional upon the owner signing an undertaking not to rent or sell the premises for a period of twelve months. This provides assurance of the sincerity of the application, which was not involved where the tenant voluntarily undertook to vacate. Further protection is thus afforded the tenant if the landlord is merely trying to encourage his tenant to vacate so as to remove his property from the provisions of The Rental Control Act.

The first hearings were held in Edmonton on May 30th, and in Calgary a few days later. In the eight months to the end of the calendar year a total of 887 cases were heard by the Board.

Board Meetings

During the period under review, three meetings of the full Board were held, at which organizational, legal and rental problems were discussed by Board members and Department officials. The Board's solicitor attended the meetings.

Hearings throughout Alberta

Thousands of inquiries have been received from various smaller centres in the Province. The great majority of problems raised were solved satisfactorily through correspondence. However, it was found necessary for Board members to hold frequent out-of-town hearings. To the end of the year, hearings of one or more cases had been held in Peace River, Wetaskiwin, Rocky Mountain House, Wainwright, St. Alberta, Medicine Hat, Magrath, Lethbridge, Brooks, Banff, Bonnyville and Camrose. The majority of hearings were held in Edmonton and Calgary.

General Approval

When the Province took over controls of housing accommodation from the Federal Government, it was anticipated there would be considerable opposition and criticism from the public, but the provisions of The Rental Control Act have met with almost general approval. The public at large appears to realize the necessity for rental control and, with rare exception, seems to agree that hardships resulting from any sudden cessation of controls would tend inevitably to serious unrest in over-crowded centres at least.

Statistics

Inquiries	17,927
Appraisals and inspections	483
Agreements reached by landlords and tenants and filed with Board.....	1,351
Applications for hearings	972
Hearings held:	
For possession	170
For rental adjustment	717
Cases successfully arbitrated by Board	184
Certificates granted for possession	29
Applications for certificates dismissed	38
Rental adjustments authorized	443
Applications withdrawn and hearings pending	278

SOUTHERN AREA OFFICE

General

1951 saw a continued expansion of activities in the Southern Area Office, of which the highlight was the setting up of machinery for the administration of the Rental Control Act in Southern Alberta. For this purpose the staff was increased by three additional members which necessitated two larger offices; one for stenographic and filing purposes, the other as a reception office where the public could be met and enquiries handled pertaining to rental matters.

The Board Room of the Southern Area Office has been in constant use for hearings of Rental Control Board cases since May of this year.

In addition, increased storage accommodation was provided during the year to enable larger stocks of tourist publicity matter to be stored at the Calgary office for distribution. In past years this has been found to be the most economical way in distribution as it avoided the necessity of materials printed in the south being sent to Edmonton, then mailed back to various points in the south requiring same.

As in previous years, tourist and cultural activities have been among the chief activities of the Southern Area.

Approximately 850 office interviews of all types are recorded for the year. This does not include Rental Control interviews.

A total of approximately 22,000 car miles were travelled on departmental business during the past year.

Sixteen film shows at rural and city points were given by the Southern Area staff to audiences varying from 50 to 375.

Correspondence numbered approximately 2,907 pieces of outgoing mail and 1,902 pieces of incoming mail, excluding maps and publicity material for the travel bureau and correspondence dealt with through the Rental Control Board Branch.

Immigration

Immigration activities were somewhat restricted owing to the difficulty experienced by British emigrants in bringing capital to the country. This had the effect of reducing the number arriving. However, 74 single persons or heads of families arrived, bringing with them 55 dependents, making a total of 129 persons.

These immigrants were distributed through 25 different vocations:-

Oil Workers	16
Stenographers	6
Electricians	5
Diesel Engineers	3
Doctors	4
Ministers (religion)	1
Unskilled	10

The balance were distributed through other trades and professions.

Accommodation was found for 39 single people and 18 families. This year a definite effort was made to retain contact with immigrants outside the metropolitan area and on any country trip the staff of the Southern Area Office contacted placements residing in the districts through which they were passing. In this way it was ascertained that all immigrants were satisfied with their present circumstances and opportunities. No instances of immigrants returning to the United Kingdom dissatisfied or unable to effect settlement have been recorded.

Cultural Activities

More than 35 libraries were visited during the year and reports made, activities compiled and advice and assistance given as requested.

All libraries visited reported a decided increase in the number of patrons and many are now receiving the support of local and community organizations.

Several requests were received from rural communities relative to forming public libraries. Nine new libraries were actually formed and five are in the process of formation. The new libraries organized during 1951 were:

Carstairs	Innisfail
Delburne	Strathmore
Gleichen	Brooks
Forest Lawn	Champion
Stavely	

The staff of the Southern Area Office attended the opening of libraries at Stavely and Warner.

Travel Bureau

The Southern Area Office was again used in the south for the distribution of maps and tourist literature, as follows:

Maps:	114,593	Guides:	29,510
Stickers:	62,100	Tours:	42,976
Fish Books:	19,805	Folders:	61,480

The above material was distributed to various points on the mailing list of the Travel Bureau.

A complete survey of Auto Camps, Service Stations, Information Bureaus, etc. was made in the areas between Lethbridge - Medicine Hat - Calgary - Sylvan Lake and Banff. On a post season check it was revealed that many of these places could have used larger quantities of travel literature, particularly maps and holiday guides, than was available.

Rental Control Board

This will be the subject of a separate report dealing with the work of the Board as a whole.

In Calgary a close relationship exists between the Rental Control Board activities of the Southern Area and the Departmental office. The following figures give some indication of the scope of work carried out in this connection in Calgary.

From May 1st to the end of the year total telephone calls handled were 4,024 with the heaviest day for telephone enquiries being on May 16th when 60 'phone calls pertaining to Rent Controls were handled.

The total number of personal calls made to the Rental Control Branch office was approximately 4,028. On May 29th, 72 persons called at this office for information and advice on rental problems, the largest number in any one day of 1951.

Forty-nine hearings were held outside of the Southern Area Office and a total of 643 were held since the Branch opened in May.

Inspections numbered 293 for the period and the outgoing mail from the Rent Control Office was approximately 2,515 pieces during the eight months of operation.

Visual Arts

In the early part of the year a successful Art Display went on circuit through Southern Alberta. A second display was organized with the cooperation of the Federation of Canadian Artists and Alberta Society of Artists in the fall and is circulating East Central Alberta.

To stimulate interest in handicrafts, a handicraft trunk was sent for display to 15 points in southern Alberta.

Personnel

A large number of interviews relating to employment in the government service were given on behalf of the Director of Personnel. While this is not strictly within the scope of this Department, it helped to increase goodwill and a better relationship within the Civil Service organization in this area.

Miscellaneous

This Department renders public service in handling many enquiries relating to government work though not always pertaining to the Department of Economic Affairs. Often the information sought pertains to Federal or Civic government. In all cases a special effort is made to refer queries to the proper department, supplying names and/or phone numbers of the heads of such departments, together with addresses and other helpful information. Numerous calls are received for certain data for the compiling of reports, preparing of speeches or essays in educational institutions. Wherever possible, this information is supplied from the latest publications held in stock.

SIXTH ANNUAL REPORT
of
THE GEOGRAPHIC BOARD OF ALBERTA

Appointed by Order in Council 254 - 46 dated February 6, 1946, and further regulated by the Geographical Names Act, 1949.

MEMBERS

Mr. John H. Holloway, M.Sc.
Mr. Duncan Innes, M.A.
Mr. Carl W. Lester, D.L.S., A.L.S., Director of Surveys
Mrs. Edith H. Gostick, Provincial Librarian, Secretary.
Professor Morden H. Long, M.A., F.R.S.C., Chairman.

The Reports of the Board for the years 1946 to 1950 are contained in the Second to the Sixth Annual Reports of the Department of Economic Affairs of the Province of Alberta.

The Honourable A. J. Hooke,
Minister of Economic Affairs,
Edmonton, Alberta.

Dear Sir:

We beg to submit for your consideration the report of the Geographic Board of Alberta for the year 1951.

Respectfully submitted,

Edith H. Gostick,
Secretary.

Morden H. Long,
Chairman.

REPORT OF THE GEOGRAPHIC BOARD OF ALBERTA
FOR THE YEAR 1951

Functions of the Board

The functions of the Board as stated in Section 4 of the Geographical Names Act, 1949, are as follows.

- (a) The Board shall, -
gather, collate, and record information respecting nomenclature of places and other geographical features within the Province.
- (b) consult with and advise government departments, municipalities, railway companies and other bodies or persons concerned with the selection of place names regarding the suitability of proposed names for new townsites, post offices, railway stations, municipal and school districts, and other geographical features;
- (c) consider and make recommendations regarding any proposed change in nomenclature of any place or other geographical feature already in use which may be duplicated by or similar to any name or names established elsewhere or which for any other reason may be deemed or represented to be inappropriate to the place or geographical feature to which it is applied;
- (d) collaborate with the Canadian Board on Geographical Names with respect to the selection of new geographical names, the elimination of alternative or duplicated names, the correct or preferred spelling of established names and such other matters in respect to geographical names as may be of concern to either Board;
- (e) supply information regarding geographical names to government departments, cartographers, publishers, and any other persons or bodies engaged in the preparation of maps or other publications intended for official or public use."

Section 5 of the same Act further states that "All names of places and other geographical features within the Province which, -

- (a) prior to the passing of this Act have been approved by the Canadian Board on Geographical Names; or
- (b) after the passing of this Act are approved by the Geographic Board of Alberta and the Canadian Board on Geographical Names;

are hereby declared to be duly authorized names for all official and legal purposes, and any other names which may be applied to such places or other geographical features shall have no official or legal status."

The Growing Volume of the Board's Work

It will be seen from the above that the work of the Board involves many contacts with individual citizens throughout the Province, occasional correspondence with commercial, industrial and railway companies and with municipal authorities, frequent consultation with some departments of the Provincial Government and continuous touch and co-operation with the Canadian Board on Geographical Names. This has meant a steady growth in the volume of work which has fallen to the Secretary of the Board, who is also Provincial Librarian and Archivist. It is a fortunate circumstance, however, that not infrequently the data collected in dealing with place names also have value for the Provincial Archives. As a result the Archives, as well as the steadily expanding files which are to serve as the basis of a future Gazetteer of Alberta, are enriched.

The Annual Meeting of the Canadian Board on Geographical Names

These meetings take place early in February of each year and are attended not only by the executive members of the Board, who are officials resident in Ottawa, but also by those members who are appointed by and represent the Provincial Government. The annual meeting serves the very valuable purpose of bringing into personal touch those who have been dealing with matters of nomenclature by correspondence during the past year, and it affords the opportunity for a general review of policies and the more effective discussion and decision of matters of major importance. At the annual meeting in 1951 the Board was represented by its Secretary, Mrs. E. H. Gostick, who took an active part in the proceedings. It is a pleasure to record, also, that Mr. H. P. Brownlee, Provincial Statistician, who for many years has been the Alberta member of the Canadian Board, was in Ottawa at the time on the business of the Bureau of Statistics and was able to attend the annual meeting of the Board.

The Victoria Cross Mountains

For Alberta the most gratifying action of the annual meeting of 1951 was the approval by the Canadian Board on Geographical Names of the proposal put forward by the Alberta Board that five additional peaks in the Rocky Mountains should be named after winners of the Victoria Cross. In the report of this Board for the year 1949 the naming of three mountains after winners of this high honour was recorded. This brings to eight the number of Canadian heroes thus commemorated. All of them either had their homes in Alberta, or enlisted in this Province, or have subsequently lived in it for a lengthy period. Though those so far commemorated can thus, in greater or lesser degree, be claimed as Albertans, it is fully recognized that winners of the Victoria Cross from other Provinces have an equal claim to be honoured by having features named after them in the National Parks and such action on the part of the National Board would meet with the heartiest support by the Alberta Board.

The mountains so far named in this fashion lie in the area to the north and west of the town of Jasper and some of them are in view from the railway and the highway running westward through the Yellowhead Pass. It is hoped that as travel grows along this route the Victoria Cross Mountains will in perpetuity remind successive generations of Canadians of the debt they owe to these heroic men and will stir in them emulation of those qualities of courage and devotion to duty that make their memory immortal.

As a matter of record the names of the winners of the Victoria Cross who have been commemorated, the citations indicating why the medal was conferred on them, and a notation regarding the features named in their honour are given below.

JASPER PARK SHEET:

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>Mount Kerr</u>	46	2	6

In honour of Pte. J. C. Kerr, V.C.,
Edmonton, Alberta.

This mountain is 15 miles N. W. of Jasper.

Citation:

DEED OF ACTION

AWARD OF VICTORIA CROSS

to

#101465 Private John Chipman Kerr, VC
49th Battalion.

Authority London Gazette
#29802 dated 26 October 1916

The most conspicuous bravery. During a bombing attack he was acting as Bayonet Man, and knowing that bombs were running short, he ran along the parados under heavy fire until he was in close contact with the enemy, when he opened fire on them at point-blank range, and inflicted heavy loss.

The enemy, thinking they were surrounded, surrendered. Sixty-two prisoners were taken and 250 yards of enemy trench captured.

Before carrying out this very plucky act one of Private Kerr's fingers had been blown off by a bomb.

Later, with two other men, he escorted back the prisoners under fire, and then returned to report himself for duty before having his wound dressed.

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>Mount Kinross</u>	46	2	6

In honour of Pte. C. J. Kinross, V.C.
Calgary, Alberta.

This mountain is 15 miles N. W. of Jasper.

Citation:

DEED OF ACTION

AWARD OF VICTORIA CROSS

to

#437793 Private Cecil John Kinross, VC
49th Battalion - Canadian Infantry

(Mount Kinross - Cont'd.)

Authority London Gazette
#30471 dated 11 January 1918

For most conspicuous bravery in action during prolonged and severe operations. Shortly after the attack was launched, the Company to which he belonged came under intense artillery fire, and further advance was held up by a very severe fire from an enemy machine gun. Private Kinross making a careful survey of the situation, deliberately divested himself of all his equipment save his rifle and bandolier and, regardless of his personal safety, advanced alone over the open ground, in broad daylight, charged the enemy machine gun, killing the crew of six, and seized and destroyed the gun. His superb example and courage instilled the greatest confidence in his Company, and enabled a further advance of 300 yards to be made and a highly important position to be established.

Throughout the day he showed marvellous coolness and courage, fighting with the utmost aggressiveness against heavy odds until severely wounded.

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>Mount McKean</u>	46	2	6

In honour of the late Lieut. (later Captain)
G. B. McKean, V.C., M.C., M.M., Edmonton, Alberta.

This mountain is 15 miles N. W. of Jasper.

Citation:

DEED OF ACTION
AWARD OF VICTORIA CROSS
to

Lieutenant George Bordon McKean, VC, MC, MM
14th Canadian Battalion

Authority London Gazette
#30770 dated 28 June 1918

For most conspicuous bravery and devotion to duty during a raid on the enemy's trenches. Lieutenant McKean's party, which was operating on the right flank, was held up at a block in the communication trench by most intense fire from hand grenades and machine guns. This block which was too close to our trenches to have been engaged by the preliminary bombardment was well protected by wire and covered by a well protected machine gun 30 yards behind it. Realizing that if this block were not destroyed, the success of the whole operation might be marred, he ran into the open to the right flank of the block, and with utter disregard of danger, leaped over the block head first on top of the enemy. Whilst lying on the ground on top of one of the enemy, another rushed

at him with fixed bayonet: Lieutenant McKean shot him through the body and then shot the enemy underneath him, who was struggling violently. This very gallant action enabled this position to be captured. Lieutenant McKean's supply of bombs ran out at this time, and he sent back to our front line for a fresh supply. Whilst waiting for them he engaged the enemy single-handed.

When the bombs arrived, he fearlessly rushed the second block: Killing two of the enemy captured four others and drove the remaining garrison, including a hostile machine gun section, into a dug-out. The dug-out, with its occupants and machine gun, was destroyed. This officer's splendid bravery and dash undoubtedly saved many lives, for had not this position been captured, the whole of the raiding party would have been exposed to dangerous enfilading fire during the withdrawal. His leadership at all times has been beyond praise.

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>Mount Pattison</u>	46	2	6

In honour of the late Pte. J. C. Pattison,
V.C., Calgary, Alberta.

This mountain is 15 miles N.W. of Jasper.

Citation:

DEED OF ACTION
AWARD OF VICTORIA CROSS

to

#808887 Private John George Pattison, VC
50th Canadian Infantry Battalion

Authority London Gazette
#30215 dated 2 August 1917

For most conspicuous bravery in attack. When the advance of our troops was held up by an enemy machine gun, which was inflicting severe casualties, Private Pattison, with utter disregard of his own safety, sprang forward and, jumping from shell-hole to shell-hole, reached cover within 30 yards of the enemy gun.

From this point in face of heavy fire, he hurled bombs, killing and wounding some of the crew, then rushed forward overcoming and bayonetting the surviving five gunners.

His valour and initiative undoubtedly saved the situation and made possible the further advance to the objective.

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>Mount Zengel</u>	46	3	6

In honour of Sgt. R.L. Zengel, V.C.,
M.M., Rocky Mountain House, Alberta.

Mount Zengel (Cont'd.)

This mountain is 25 miles N.W. of Jasper.

Citation:

DEED OF ACTION

AWARD OF VICTORIA CROSS

to

Sergeant Raphael Louis Zengel

Authority London Gazette
#30922 dated 27 September 1918

For most conspicuous bravery and devotion to duty when protecting the Battalion Right Flank. He was leading his Platoon gallantly forward to the attack, but had not gone far when he realized that a gap had occurred on his flank, and that an enemy machine gun was firing at close range into the advancing line. Grasping the situation, he rushed forward some 200 yards ahead of the Platoon, tackled the machine gun emplacement, killed the officer and operator of the gun, and dispersed the crew. By his boldness and prompt action he undoubtedly saved the lives of many of his comrades.

Later, when the Battalion was held up by very heavy machine gun fire, he displayed much tactical skill and directed his fire with destructive results. Shortly afterwards he was rendered unconscious for a few minutes by an enemy shell, but on recovering consciousness he at once continued to direct harassing fire on the enemy. Sgt. Zengel's work throughout the attack was excellent, and his utter disregard for personal safety, and the confidence he inspired in all ranks, greatly assisted in bringing the attack to a successful end.

<u>MOBERLY CREEK SHEET:</u>	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>Mount Bazalgette</u>	53	3	6

In honour of the late S/L Ian W. Bazalgette,
V.C., D.F.S., Calgary, Alberta.

This mountain is approximately 20 to 30 miles
N.W. of Miette.

Citation:

London Gazette dated 17th August, 1945

VICTORIA CROSS

Acting Squadron Leader Ian Willoughby Bazalgette, D.F.C.
(118131), Royal Air Force Volunteer Reserve, No. 635
Squadron, Bomber Command. (Deceased).

On 4th August, 1944, Squadron Leader Bazalgette was "master bomber" of a Pathfinder squadron detailed to mark an important target at Trossy St. Maximin for the main bomber force.

When nearing the target his Lancaster came under heavy anti-aircraft fire. Both starboard engines were put out of action and serious fires broke out in the fuselage and the starboard main-plane. The bomb aimer was badly wounded.

As the deputy "master bomber" had already been shot down, the success of the attack depended on Squadron Leader Bazalgette and this he knew. Despite the appalling conditions in his burning aircraft, he pressed on gallantly to the target, marking and bombing it accurately. That the attack was successful was due to his magnificent effort.

After the bombs had been dropped the Lancaster dived, practically out of control. By expert airmanship and great exertion Squadron Leader Bazalgette regained control. But the port inner engine then failed and the whole of the star-board main-plane became a mass of flames.

Squadron Leader Bazalgette fought bravely to bring his aircraft and crew to safety. The mid-upper gunner was overcome by fumes. Squadron Leader Bazalgette then ordered those of his crew who were able to leave by parachute to do so. He remained at the controls and attempted the almost hopeless task of landing the crippled and blazing aircraft in a last effort to save the wounded bomb aimer and helpless air gunner. With superb skill, and taking great care to avoid a small French village nearby, he brought the aircraft down safely. Unfortunately, it then exploded and this gallant officer and his two comrades perished.

His heroic sacrifice marked the climax of a long career of operations against the enemy. He always chose the more dangerous and exacting roles. His courage and devotion to duty were beyond praise.

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>Mount de Wind</u>	53	4	6

In honour of the late 2nd Lieut. Edmund de Wind, V.C., Calgary, Alberta.

This mountain is approximately 20 to 30 miles N.W. of Miette.

Citation:

Thursday, 15th May, 1919.

Supplement to the London Gazette

"His Majesty the KING has been graciously pleased to approve the award of the Victoria Cross to the under-mentioned.

The Late 2nd Lieutenant Edmund de Wind, 15th Battalion, Royal Irish Rifles.

For most conspicuous bravery and self-sacrifice on 21st March, 1918, at the Race Course Redoubt, near Grougie.

For seven hours he held this most important post, and though twice wounded and practically single-handed, he maintained his position until another section could be got to his help.

On two occasions, with two Non-Commissioned officers only, he got out on top under heavy machine-gun and rifle fire, and cleared the enemy out of the trench, killing many.

He continued to repel attack after attack until he was mortally wounded and collapsed. His valour, self-sacrifice and example were of the highest order".

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>Mount Harvey</u>	53	4	6

In honour of Lieut. (later Brigadier) Harvey,
V. C., M. C., Macleod, Alberta.

This mountain is approximately 20 to 30 miles
N. W. of Miette.

Citation:

DEED OF ACTION

AWARD OF VICTORIA CROSS

to

Lieutenant Frederick Maurice Watson Harvey, VC, MC
13th C.M.R. and L.S.H. (RC)

Authority London Gazette
#30122 dated 8 June 1917

For most conspicuous bravery and devotion to duty.

During an attack by his regiment on a village, a party of enemy ran forward to a wired trench just in front of the village and opened rapid rifle and machine gun fire at a very close range, causing heavy casualties in the leading troop.

At this critical moment, when the enemy showed no intention whatever of retiring and fire was still intense, Lieutenant Harvey, who was in command of the leading troop, ran forward well ahead of his men and dashed at the trench, still fully manned, jumped the wire, shot the machine gunner and captured the gun.

His most courageous act undoubtedly had a decisive effect on the success of the operation.

Robertson Lake

To make this roll of honour complete it should be noted that the 1950 report of this Board records the naming of a lake in honour of the late Pte. James Peter Robertson, V. C., of Edmonton. We are proud to add his name to the above list of Alberta heroes whose names are singularly honoured.

<u>FORT VERMILION SHEET:</u>	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>Robertson Lake</u>	120/121	18	4

In honour of the late Pte. James Peter
Robertson, V. C., Edmonton, Alberta.

This lake is situated between Fort Smith and
Fort Vermilion.

Robertson Lake (Cont'd.)

Citation:

DEED OF ACTION

AWARD OF VICTORIA CROSS

to

#552665 Private James Peter Robertson, VC
27th Battalion - Late Canadian Infantry

Authority London Gazette
#30471 dated 11 January 1918

For most conspicuous bravery and outstanding devotion to duty in attack. When his platoon was held up by uncut wire and a machine gun causing many casualties, Private Robertson dashed to an opening on the flank, rushed the machine gun and, after a desperate struggle with the crew, killed four and then turned the gun on the remainder, who, overcome by the fierceness of his onslaught, were running towards their own lines.

His gallant work enabled the platoon to advance. He inflicted many more casualties among the enemy, and then carrying the captured machine gun, he led his platoon to the final objective. He there selected an excellent position and got into action, firing on the retreating enemy who by this time were quite demoralised by the fire brought to bear on them.

During the consolidation Private Robertson's most determined use of the machine gun, kept down the fire of the enemy snipers; his courage and his coolness cheered his comrades and inspired them to the finest efforts. Later, when two of our snipers were badly wounded in front of our trenches, he went out and carried one of them in, under very severe fire.

He was killed as he returned with the second man.

Other War Heroes Honoured

Though winners of the Victoria Cross have rightly been singled out for special honour, it has given members of the Alberta Board the greatest pleasure to have been partly instrumental in the commemoration of many other decorated casualties of the World War, conferring their names on geographical features within the Province. Many letters received by the Board testify most touchingly the appreciation felt for such action by their next of kin.

The names of those so honoured during the past year follow:

BEAVER LAKE SHEET:

Twp. Rge. Mer.

Brown Lake 66 11 4

In honour of the late F/L W. W. L. Brown, M.I.D.,
Edmonton, Alberta.

This lake is approximately 17 miles East of Lac La Biche.

BEAVER LAKE SHEET.(Cont'd.)

	<u>Twp.</u>	<u>R ge.</u>	<u>Mer.</u>
Honey Lake	65	12	4
<p>In honour of the Late L/Sgt. Hedley Arthur Honey, M.I.D., Edmonton, Alberta.</p> <p>This lake is approximately 14 miles S.E. of Lac La Biche.</p>			
Horne Lake	65	11	4
<p>In honour of the late W.O. A.M. Horne, D.F.M., Edmonton, Alberta.</p> <p>This lake is approximately 22 miles S.E. of Lac La Biche.</p>			
Matthews Lake	66	12	4
<p>In honour of the late F/O L.W. Matthews, D.F.M., Calgary, Alberta.</p> <p>This lake is approximately 11 miles East of Lac La Biche.</p>			
Mellstrom Lake	64	13	4
<p>In honour of the late F/L M.L. Mellstrom, D.F.C., Calgary, Alberta.</p> <p>This lake is approximately 18 miles South of Lac La Biche.</p>			
Munro Lake	64	11	4
<p>In honour of the late Lieut. Campbell Stuart Munro, M.I.D., Calgary, Alberta.</p> <p>This lake is approximately 30 miles S.E. of Lac La Biche.</p>			
Roseland Lake	66	12	4
<p>In honour of the late F/L A. W. Roseland, U.S., A.A.M., Black Diamond, Alberta.</p> <p>This lake is approximately 11 miles East of Lac La Biche.</p>			
Spankie Lake	66	12	4
<p>In honour of the late F/L E. Spankie, D.F.C., Bowden, Alberta.</p> <p>This lake is approximately 12 miles East of Lac La Biche.</p>			

BEAVER LAKE SHEET: (Cont'd.)

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>Zeer Lake</u>	64	12	4

In honour of the late L/Bdr. Edwin Zeer,
M.I.D., Calgary, Alberta.

This lake is approximately 30 miles S. E.
of Lac La Biche.

COPTON CREEK SHEET:

<u>Caw Creek</u>	58/59	10	6
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In honour of the late Capt. Bruce
Edward Ashton Caw, M. C., & Bar,
Vegreville, Alberta.

This creek is approximately 120 miles N. W.
of Jasper.

<u>Laforce Creek</u>	59	9	6
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In honour of the late Pte. Alphonse
Joseph Laforce, M. M., Legal, Alberta.

This creek is approximately 120 miles
N. W. of Jasper.

GRANDE PRAIRIE SHEET:

<u>Wood Lake</u>	71	5	6
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In honour of the late R. S. M. James
Wood, D. C. M., Calgary, Alberta.

This lake is situated 2 1/4 miles S. E.
of Grande Prairie.

LA GLACE SHEET:

<u>Colquhoun Creek</u>	72/73	8/9	6
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In honour of the late F/L I. L.
Colquhoun, M. I. D., Edmonton, Alberta.

The source of this creek is approximately 2
miles North of the highway between Wembley
and Beaverlodge in Twp. 72-9-6.

LAC LA BICHE SHEET:

<u>Birkland Lake</u>	67	13	4
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In honour of the late F/L H. Birkland,
M. I. D., Calgary, Alberta.

This lake is approximately 2 miles North
of Lac La Biche.

LAC LA BICHE SHEET: (Cont'd.)

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
<u>McGuffin Lake</u>	67	11	4

In honour of the late S/L W.C. McGuffin,
D.F.C., Calgary, Alberta.

This lake is approximately 14 miles East
of Lac La Biche.

MARGUERITE LAKE SHEET:

<u>Lane Lake</u>	66	6/7	4
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In honour of the late Brigadier John Lane,
D.S.O., Edmonton, Alberta.

This lake is approximately 25 miles North
of Anshaw.

<u>Sinclair Lake</u>	66	5	4
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In honour of the late W/C F. Willard
Sinclair, D.F.C., Croix de Guerre,
Calgary, Alberta.

This lake is approximately 25 miles North of
Bonnyville.

MEDLEY SHEET:

<u>Hansen Lake</u>	68	2	4
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In honour of the late P/O L.L.H. Hansen,
M.I.D., Lethbridge, Alberta.

This lake is approximately 30 miles
North of Cold Lake.

PINEHURST LAKE SHEET:

<u>Conn Lake</u>	64	8	4
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In honour of the late L/Steward J. R.
Conn, M.I.D., Hillcrest, Alberta.

This lake is approximately 20 miles
N.W. of Therien.

<u>Keith Lake</u>	64	8	4
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In honour of the late F/O G.N. Keith,
D.F.C., Taber, Alberta.

This lake is approximately 20 miles North
of Glendon.

<u>Pullar Lake</u>	66	9	4
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In honour of the late F/L W.S. Pullar,
D.F.C., Delia, Alberta.

This lake is approximately 30 miles
North of Therien.

TOUCHWOOD LAKE SHEET:

	<u>Twp.</u>	<u>Rge.</u>	<u>Mer.</u>
Dabbs Lake.....	67	10	4

In honour of the late P. O. H. E. Dabbs,
D. F. C., Daysland, Alberta.

This lake is approximately 45 miles North
of Abilene Junction.

<u>Standish Lake.....</u>	68	7/8	4
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In honour of the late Spr. William Henry
Francis Standish, M. I. D., Calgary, Alberta.

This lake is approximately 40 miles North
of Franchere.

WEMBLEY SHEET:

<u>Harold Creek</u>	71	9	6
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In honour of the late L/Sgt. Raymond
Alexander Harold, M. I. D., Calgary, Alberta.

This creek is approximately 4 miles S. E.
of Beaverlodge.

Other Place Names

In these post-war years the Board has naturally made extensive use of the names of decorated military, naval and air force personnel. Other principles, however, such as local wish and practice, the honoring of pioneer settlers, and the outstanding physical characteristics of various features, have also been employed in the work of conferring, confirming and changing names. During 1951 the following additional place names have been established.

Creeks

Adelaide	Garonne	Open
Beaverdam	Grizzly	Pipestone
Big Beaver	Hay	Spring
Canyon	Little Beaver	Spruce
Daniel	Loyalist	Webber
Fairydell	Mulligan	

Islands

Big	Long
Doris	Pelican
Lauretta	Red Fox

Lakes

Anderson	Francis	Lowe
Bloor	Goose	Mildred
Brent	Gopher	Mulligan
Bruce	Grandeur	Ochre
Burnt	Gumbo	Percy
Calder	Gummer	Raspberry

Lakes (Cont'd.)

Canoe	Hamelin	Riley
Canon Smith	Hanalta	Saturday Night
Cross	Henderson	Stouffers
Crystal	High Lakes	Togo
Deep	Ice	Twin Lakes
Dimsdale	Jones	Williamson
Dirty	Little	Wolfe
Dragon	Loseman	

Post Offices

Pleasant View	Western Monarch
Poplar Ridge	
Spruce Valley	

Settlements

Ensleigh	Wiste
Sounding Creek	

Miscellaneous Names

English Bay	Uswell - Slough
Miette - Hill	Medicine Hat Junction - Station
Calder - River	

Name Changes

Alix Lake	not Diamond Lake
Battle Bend (settlement)	not Battlebend (settlement)
Basilica Mountain	not Mount Basilica
Bear River	not Bear Creek
Benton Station (village)	not Benton (village)
Colquhoun Creek	not Fish Creek
Cow Lake	not Muskeg Lake
Curia Mountain	not Mount Curia
East Berry Creek	not East Branch (creek)
	nor Berry Creek (East Branch)
	nor East Branch Berry Creek
East Lobstick Creek	not East Branch of Lobstick Creek
Elk Range	not Elk Mountains
Elysium Mountain	not Mount Elysium
Fortalice Mountain	not Mount Fortalice
Gabriel Lake	not Wood Lake
Hail Lake	not Dry Lake
Harold Creek	not Camp Creek
Iroquois Creek	not Iroquois Creek East Branch (creek)
Kataka Mountain	not Mount Kataka
La Glace Lake	not Rat Lake
Lac Lacroix	not Lacroix Lake
Little Gem (post office)	not Littlegem (Post Office)
McNeil Lake	not Hay Lake
Majestic Mountain	not Mount Majestic
Muhigan Creek	not Muhegan Creek
Muhigan Mountain	not Muhegan Mountain
	nor Mount Muhegan
Niobe Creek	not Buffalo Creek
Old Fort Point	not Oldfort Point

Name Changes (Cont'd)

Oldman Lake	not Old Man Lake
Peveril Peak	not Portal Peak
Redwillow River	not Red Willow River
Saskatoon Hill	not Saskatoon Mountain
Seibert Lake	not Siebert Lake
Trap Creek	not Flat Creek
Valhalla Lake	not Glass Lake
Vista Pass	not Vista Passage
West Iroquois Creek	not Iroquois Creek West Branch (creek)
West Lobstick Creek	not West Branch of Lobstick Creek
Wilkin Lake	not Bush Lake
Willesden Green (settlement)	not Willesden Green (post office)
Wood Lake	not Jack Pine Lake

Deletions

Hill

Greencrest

Lakes

118 Badger	Mud
134 Badger	Lake Ernie
119 Fox	
135 Fox	

Post Offices

Clark Manor	Eastervale
Dolcy	Lealholme

Settlements

Ballenden	Graystones	Rollinson
Big Spring	Hawksdale	Sancroft
Broughton	Heathdale	Saskalta
Calendula	Hiram	Seal
Campbell Hill	Kinmundy	Solberg
Chilmark	Maunders	Spenny Moor
Clemens	Mellon	Stoppington
Collholme	Mere	Sulphur Springs
Delano	Merryland	Vandyne
Fairacres	Mizpah	Watt Lake
Fenner	Myleen	Whatche er
Fertility	Pandora	Winnington
Freda	Pleasington	Zetland
Gilbert	Rearville	
Gooseberry Lake	Reist	

Stations

Darnley	Troon
Otway	

Winston Churchill

For some time the Alberta Board has felt that it would be fitting, as in the case of General Eisenhower, to name some prominent mountain or group of mountains in the Province in honour of the distinguished services performed by the Right

Honourable Winston Churchill to the Commonwealth and the world. With this in view a survey was made by four members of the Board in July, 1951, of the area visible from the highway between Banff and Jasper. Definite proposals were subsequently submitted to the Canadian Board on Geographical Names. That body, however, questioned the propriety of taking such action while Mr. Churchill is still in public life as the leader of a political party. In view of the Alberta Board the position of Mr. Churchill as one of the great men of this age and of history has become so fully established that honouring him while he is still living and in public life is not likely to be construed as inappropriate or partisan. Indeed, as he is now Prime Minister of Great Britain it would be interpreted as a generous gesture towards that country such as the honouring of General Eisenhower was towards the United States and that of President Auriol towards France. However, at the time of writing this report the matter is still under consideration.

Acknowledgments

As in preceding annual reports the Board desires to express its thanks to the daily and weekly newspaper press and the radio stations of the Province for bringing various aspects of its work to the attention of the public. In this connection it wishes to make special mention of the broadcast by Miss Betty Tomlinson on November 8th, 1951, over CBX, which dealt with the naming of geographical features within the Province after its war heroes. The Board desires also to acknowledge its constant indebtedness to the staff of the Surveys Branch of the Department of Highways, for its technical services and its appreciation of the continuing cooperation of Mr. H. P. Brownlee, Alberta member of the Canadian Board and the unwearied activities of its own Secretary, Mrs. E. H. Gostick.

